

**Green IT: Green Services are Good for
Business, Providing Energy Savings and
Environmental Benefits**





Green IT: Green Services are Good for Business, Providing Energy Savings and Environmental Benefits

Introduction

With so many companies offering green products and services, it's difficult to separate fact from fiction. "Green" has become such a major marketing tool that in some cases, it's just that – a marketing tool and little else. When you peel away the onion, you discover that a green product or service may not be that green after all.

Fortunately, IT service providers can rightfully claim they provide products that foster green technology. Green IT initiatives are reducing energy waste and carbon emissions around the world. Along the way, IT services providers are supporting their clients' green initiatives and saving them money.

Even though definitions of green IT and green computing vary, there seem to be several common threads in the IT industry – lowering energy consumption, reducing the use of hazardous materials and recycling e-waste.

IT services providers are uniquely positioned to support their clients' green initiatives. Businesses rely on IT professionals for their expertise, so their advice and guidance can play a major role during IT-related purchasing decisions.

Already, nearly 60 percent of companies indicate that the IT vendors they've done business with provided help with green IT by offering information, green tech installation, energy savings calculations and product end-of-life recycling/disposal. When determining which IT company to work with, these businesses look at green factors such as energy conservation, purchase and manufacturing of green products, eWaste programs, green certifications and expertise in green regulations.¹

Why Invest in Green IT

Interest in green IT is growing, and the global green IT services market is expected to reach \$5.01 billion by 2015. The implementation services market is the largest and fastest-growing service segment in the overall green IT services market and accounted for 53.61 percent in total revenue generated in 2009.²

When purchasing technology, organizations often take green into consideration. Even though only one in five firms budgeted for green IT initiatives in 2011, 44 percent indicate they are moving in that direction.³ Power consumption is a major factor for 67 percent of organizations, while 63 percent view power management capabilities/functionalities as a major factor, and 58 percent consider a green seal of approval, such as Energy Star, a major consideration. Other major factors include ease of disposal, recycling, use of non-toxic or environmentally-friendly materials and carbon footprints.⁴

When purchasing technology, organizations often take green into consideration. Even though only one in five firms budgeted for green IT initiatives in 2011, 44 percent indicate they are moving in that direction.

—COMPTIA



Green IT: Green Services are Good for Business, Providing Energy Savings and Environmental Benefits

According to Forrester Research, rather than going out and buying new IT assets, there is a push to optimize IT assets already on hand in capital-intensive projects. In addition, while green IT projects are still primarily targeted at data centers, they're also growing into corporate desktop environments and other areas.⁵

With this much interest in the environment, it makes good business sense to focus on green IT when developing services and marketing strategies. By letting clients know they offer green services and products, IT professionals can create new business opportunities while setting themselves apart from the competition.

RMM Helps You be Green

If an IT service provider offers remote monitoring and management (RMM), it's already helping clients become more energy efficient and productive. RMM offers numerous tools that can help companies reduce energy consumption and greenhouse gas emissions. These energy-saving features include:

- **Remote monitoring:** RMM lets IT services providers troubleshoot networks, computers and mobile devices remotely, so technicians don't burn fuel and produce greenhouse gas emissions when traveling to a client's site. As an added benefit, technicians spend less time traveling and more time monitoring and managing their clients' networks and computers.
- **Automatic sleep mode.** Many RMM platforms let IT professionals make the most of Intel® vPro™ technology to lower energy consumption. The combination allows managed services providers (MSPs) to write scripts that schedule computers to go into sleep mode during off hours and wake up for business hours. Only 16 percent of organizations use software to monitor and control energy use, but 48 percent plan on using such software in the future. This points to a large opportunity for IT services providers.⁶
- **Printer information.** Advanced RMM solutions can collect information about a device's page counts, toner levels, power usage and service history to help clients make important decisions on how to reduce energy consumption, maximize ink and toner supplies and use the equipment most efficiently. RMM software can also automatically monitor fans on printers and other devices and send an alert or turn off the device in case of failure to avoid damage and prolong its life.
- **Cloud computing.** Many RMM software platforms can take advantage of cloud computing to help clients save energy and reduce operational costs. The adoption of cloud computing can lead to a 38 percent

Fast Facts

- If all office computers and monitors in the United States were set to sleep when not in use, the country would save \$4 billion worth of electricity and greenhouse gas emissions, equivalent to about 5 million cars each year.
- In 2009, discarded TVs, computers, peripherals (including printers, scanners and fax machines) mice, keyboards, and cell phones totaled about 2.37 million short tons.
- Recycling one million laptops saves the energy equivalent to the electricity used by 3,657 U.S. homes in a year.
- Recyclers recover more than 100 million pounds of materials from electronics each year. Recycling electronics helps reduce pollution that would be generated while manufacturing a new product and reduces the need to extract valuable and limited virgin resources. It also reduces the energy used in new product manufacturing.
- One metric ton of circuit boards can contain 40 to 800 times the amount of gold and 30 to 40 times the amount of copper mined from one metric ton of ore in the U.S.

Source: U.S. Environmental Protection Agency.



Green IT: Green Services are Good for Business, Providing Energy Savings and Environmental Benefits

reduction in worldwide data center energy expenditures by 2020, according to Pike Research. The energy efficiency benefits of cloud computing are substantial, and growth in the market will have important implications for energy consumption and greenhouse gas emissions.⁷

LabTech Software's RMM platform provides a wide range of ongoing monitoring and management solutions that can support their partners' green IT initiatives. LabTech also saves another form of energy – a technician's energy. LabTech drives automation and streamlines daily processes so technicians don't waste valuable energy on low-priority tasks and can focus on high-priority demands.

Other Ways to be Green

Although RMM plays a major role in supporting green IT efforts, IT services providers can take advantage of other methods to save energy and reduce CO² emissions. Here are additional energy-saving ideas that can also help the bottom line:

- **Replace older PCs with more energy-efficient systems.** A computer from 2008 may use 25 percent more power than a current model, and LCD monitors consume 40 percent less power than CRT monitors that are the same size.⁸ When buying new equipment, IT professionals should look for Energy Star qualifications provided by the Environmental Protection Agency.
- **Dispose of older PCs correctly.** When clients replace older PCs, MSPs can offer to take their clients' old equipment. If the equipment still works, they can donate it for reuse, which keeps it out of the landfill even longer. Some manufacturers offer product recycling programs or buy back older units. For help locating an electronic recycler or organization that accepts donations, visit <http://www.epa.gov/epawaste/conservation/materials/recycling/>.
- **Use energy-efficient servers:** An Energy Star-qualified server could save \$60 to \$120 a year. Energy Star-qualified servers also reduce cooling loads at data centers. In general, one watt saved by a server saves one to two watts of cooling power. This could save between \$480 and \$1,440 over the useful lifetime of a server. Newer servers also handle more than three times the workload, which also reduces the number of systems needed to support the same load.⁹
- **Virtualization and consolidation.** These initiatives can improve cost and energy efficiency by optimizing the use of computers, storage capacity, electricity, cooling, ventilation and real estate. Nearly 70 percent of companies that initiated desktop virtualization decreased the costs of maintenance and management, and

Only 16 percent of organizations use software to monitor and control energy use, but 48 percent plan on using such software in the future. This points to a large opportunity for IT services providers.

—COMPTIA



Green IT: Green Services are Good for Business, Providing Energy Savings and Environmental Benefits

65 percent satisfied employee demands for environmental action. Most also earned credits and rebates from local utilities and governments.¹⁰

- **Use multifunction printers.** Multifunction devices combine the functions of a copier, scanner, printer and fax machine, allowing one device to use just one power source. MFPs also reduce the need for consumables and take up 40-50 percent less floor space than individual function products.¹¹
- **Power off.** Non-computer devices, such as printers, chargers and scanners, can be powered off and unplugged during non-work hours so they don't draw standby power. If they're plugged into one power strip, turning them on and off becomes even easier.

Green IT is a Wise Investment

Demonstrating the return on investment for green IT isn't always easy. In a CompTIA study, organizations rated the green products and services that they perceived to have the best ROI. Nearly half (49 percent) thought cloud computing had the highest ROI, followed by investments in energy-efficient monitors and displays (46 percent) and buying energy-efficient desktop PCs, laptops, netbooks and tablets (46 percent). Desktop virtualization, unified communications, printers and videoconferencing equipment followed with 42 percent.¹²

A study commissioned by Microsoft Corporation was more definitive in outlining the savings from cloud computing. Businesses that run business applications in the cloud can help reduce energy consumption and carbon emissions by a net 30 percent or more instead of running the same applications on their own infrastructure. Large data centers benefit from economies of scale and operational efficiencies beyond what corporate IT departments can achieve. Benefits become even more significant for a small business moving to the cloud, where the net energy and carbon savings can reach more than 90 percent.¹³

Another report, "The Efficient Agency," found that local and state government agencies throughout the United States had returns from 134 percent to 269 percent on investments in server virtualization, document management, storage virtualization, and cloud computing. The survey also found that by implementing the technologies in that order, organizations could use the savings generated by server virtualization to fund almost all of the remaining three technologies.¹⁴

Success Requires Education

Although it's great to offer IT products and services that conserve energy, IT services providers must also become educated on a wide range of energy-saving initiatives and determine how they can best benefit their clients.

Businesses that run business applications in the cloud can help reduce energy consumption and carbon emissions by a net 30 percent or more instead of running the same applications on their own infrastructure.

—MICROSOFT



Green IT: Green Services are Good for Business, Providing Energy Savings and Environmental Benefits

MSPs can further their education and become certified as a green IT providers to boost their credibility and knowledge. Many organizations and colleges offer workshops, forums and courses in green computing, and green IT certification is available from numerous professional organizations. As expected, the Internet is full of information on green computing.

Summary

As businesses strive to make their offices greener, IT services providers are in a favorable position to help their clients make wise decisions about IT purchases and how their IT systems are managed and monitored. By learning about the energy-saving methods available, IT professionals will become an even more valuable advisor to their clients' teams. As an added benefit, when companies take steps to save energy, they can boost their bottom line while making Earth a better place to live.

1911934

¹"Green IT Insights and Opportunities. Section 4: The Role of IT Vendors and Solution Providers," CompTIA, April 2011.

²"Global Green IT Services Market is Projected to Reach US\$5.01 Billion by 2015, According to New Report by Global Industry Analysts, Inc.," June 1, 2010, http://www.prweb.com/releases/Green_IT_services/green_IT_market/prweb4060534.htm

³"Green IT Insights and Opportunities, Section 1: Green Market Overview," CompTIA, April 2011.

⁴"Green IT Insights and Opportunities, Section 3: Green Practices and Market Drivers," CompTIA, April 2011.

⁵Burt, Jeffrey, "Green IT Service Market to Grow \$4.8 Billion in 2013: Forrester," eWeek, March 2, 2009, <http://www.eweek.com/c/a/Green-IT/Green-IT-Service-Market-to-Grow-to-48-Billion-in-2013-Forrester-587606/>.

⁶"Green IT Insights and Opportunities, Section 2: Green Technologies Overview," CompTIA, April 2011.

⁷"Cloud Computing to Reduce Global Data Center Energy Expenditures by 38% in 2020," Pike Research, Dec. 6, 2010, <http://www.pikeresearch.com/newsroom/cloud-computing-to-reduce-global-data-center-energy-expenditures-by-38-in-2020>.

⁸"Green IT Insights and Opportunities, Section 2: Green Technologies Overview," CompTIA, April 2011.

⁹"Energy Savings from Energy Star-Qualified Servers," U.S. EPA Energy Star, August 2010.

¹⁰"Green IT: Why Mid-size Companies Are Investing Now," Info-Tech Research Group, 2009.

¹¹"Printing Proficiency. A Multifunction Printer (MFP) Fleet Can Save Money, Increase Space and Contribute to Energy Efficiency," TechRepublic, January 2009.

¹²"Green IT Insights and Opportunities, Section 3: Green Practices and Market Drivers," CompTIA, April 2011.

¹³"Microsoft, Accenture and WSP Environment & Energy Study Shows Significant Energy and Carbon Emissions Reduction Potential From Cloud Computing," Microsoft, Nov. 04, 2010, <http://www.microsoft.com/en-us/news/press/2010/nov10/11-04cloudbenefitspr.aspx>.

¹⁴Samson, Ted, "Study: Going green does pay for itself," InfoWorld, February 29, 2012, <http://www.infoworld.com/t/green-it/study-going-green-does-pay-itself-187595?page=0,0>.

About LabTech Software

LabTech Software develops the only remote monitoring and management (RMM) platform designed by a managed services provider (MSP) for MSPs. Their affordable, agent-based platform can automate any IT task and so closely emulates what technicians do in the field that customer support can be done remotely. Because LabTech Software understands how to manage a growing MSP business, they make it easy to purchase their software and allow partners to add agents as they grow. For more information, please visit www.LabTechSoftware.com.