

New Legislation Drives Need For Green IT Assessment

Business advisor Externus launches new initiative that helps organisations to cut costs and comply with climate change regulations

Basingstoke, Hampshire 10 March 2010: Green IT specialist Externus is urging companies to look more closely at their IT infrastructure and consider how Green IT strategies can drive significant reductions in IT-related energy usage and achieve multi-million pound cost savings on IT budgets. To support the drive, it has launched a Green IT Assessment package that highlights 'hot spots' within businesses where cost-saving improvements can be made.

"Green IT is one of those few occasions whereby doing business in a slightly different way can have both a positive impact on the environment as well as reduce costs in the organisation," says Murray Sherwood, managing director at Externus.

"In office-based environments there are limited opportunities to reduce carbon in other areas and in some cases IT represents over half the energy usage. We have worked with companies to achieve a 60% reduction in IT related energy usage and identified multi-million pound cost savings on their IT budgets."

As a major consumer of natural resources and electricity, IT is directly and indirectly responsible for producing significant amounts of greenhouse gases and toxic waste. The IT sector is responsible for an estimated 2% of global CO₂ emissions – the same amount as aviation, an industry vilified by environmentalists.

Many large organisations already have environmental policies but according to Sherwood, these often overlook the role of the IT department and can contain false or misleading claims that he describes as 'greenwash.' With new legislation about to come into force this spring, Externus believes that there is even more reason to identify where improvements can be made.

"Our Green IT Assessment helps organisations to align their IT vision and strategy with business sustainability goals," says Sherwood. "UK legislation due to come into effect in April this year under the Climate Change Act will require most large organisations to participate in the CRC (Carbon Reduction Commitment). Our comprehensive Green IT Assessment helps businesses to understand how improving IT can help them to meet their obligations under the act and avoid penalties."

Externus' Green IT Assessment considers all aspects of the IT business landscape, including data centres and their cooling and power distribution, desktops and laptops, printers and scanners, networks and switch gear, control and security equipment. Improvements in IT can also help an organisation to assess and reduce its overall carbon footprint by adopting more efficient working practices, such as reducing travel and commuting through home working and teleconferencing.



The Green IT specialist has a proven track record in change management and implementing green IT processes and works with some of the largest companies in the IT sector including Logica, Hewlett Packard and Carnival PLC, who operate four of the world's leading cruise lines: P&O Cruises, Cunard, Princess Cruises and Ocean Village, helping them improve how they work and their impact on the environment. The company's business-minded approach balances ethical issues with those of reliability, availability and cost.

“Our risk sharing pricing model means that we offset some of the cost of our Green IT Assessment against real savings made by our customers. This follows the implementation of a set of well proven changes that will measurably reduce companies' environmental impact and significantly reduce the cost of their IT,” says Sherwood.

Companies looking to find out more about Externus' Green IT Assessment can contact Externus on 01256 316534 or email info@externus.co.uk