Green IT

IT expertise & computer services to stimulate the sustainable development

Energy needs and prices in constant increase

Computer services gluttonous in energy

Electric invoice could pass from traditionally **10 % to 50 %** of the global IT budget before the next 5 years.

Electricity consumption of the data centers in the United States **doubled between 2000 and 2005**.

13,5% of electricity in France is consumed by computer services**.**

There is a decrease of more than **97 % between the electricity used by a datacenter, and the really useful power** for the calculations**.**

35 to 50 % of the electricity consumed by a datacenter serves **to cool the servers**.

A more and more expensive electricity

Since 2004, the price of electricity increased **by 10 % a year**, in France and in Europe. An increase of **25 % is anticipated before 2015 in France** with the end scheduled, by the regulated rates lists.

Energy consumption in the world **has been multiplied by 3** in 30 years.

80 % of the world power production results from fossil fuels, which are sources of tensions and geopolitical conflicts.

For **1 €** spent in the purchase of a computer, it is necessary to spend **50 cents** in energy during its phase of use; in 4 years, it will be necessary to plan **71 cents.**

A PC turned on, costs at least, 70 € of electricity a year to the company.

IDATE

IDC
Analyze the Future

Gartner.

The model "everything made from oil" is dedicated to disappear, sooner or later.

We must prepare, from today, to the end of a cheap energy.

That is all the more critical, as
computers services and technologies,
depends completely on electricity.

More and more binding regulations

1988 1990 1992 1994 **1995** 1997 1999 **2001 2002** 2004 2007 2008 **2009 2010 2011 2012 ….**

1988
GIEC creation

The mission of the GIEC is " to proceed to a critical examination of the world literature published to bring to light a relevant synthesis for the decision-makers ".

1995
Kyoto protocol

International treaty aiming to the reduction of greenhouse gases by fixing CO_2 emissions allowances by country.

2001
NRE Law

It imposes to quoted companies, an annual report presentation of data on environmental and social consequences from their activities.

2002
ROHS directive

European directive to limit the use of certain dangerous substances in electric and electronic equipments.

2007
Grenelle Environment

Introduction of Green IT notion within the report " IT and and Sustainable development " from the Grenelle Environment.

2009
DETIC

Report publication " IT and Development ecologically responsible " containing 15 recommendations to register IT in a process of sustainable development.

2010
Grenelle II

Obligation to publish an annual "CSR" report (Corporate social responsibility) from 2013, for the companies of more than 500 employees, audited by an independent third body.

2010's
Ecological taxation

Abandoned at national level by France, the European Commission seized the carbon tax file of in June 2010 to study its implementation at European scale.

Since the first awakenings 20 years ago,
international commitments are declined
through the progressive hardening
of national regulations.

Not to take it into account, it is to
expose your company to a legislative,
economic risk and of image.

Expectations and greater requirements

Expectations from internal customers

The IT systems Department is expected :

- To guarantee the smooth running of the IT production
- To reduce its costs
- To improve the business processes
- To bring innovative technological solutions

In a such context, the IT systems Department is more and more involved on subjects as :

- Desktop virtualization
- Dematerialization (paperless processes) of internal and external documents
- Implementation of innovative collaborative tools
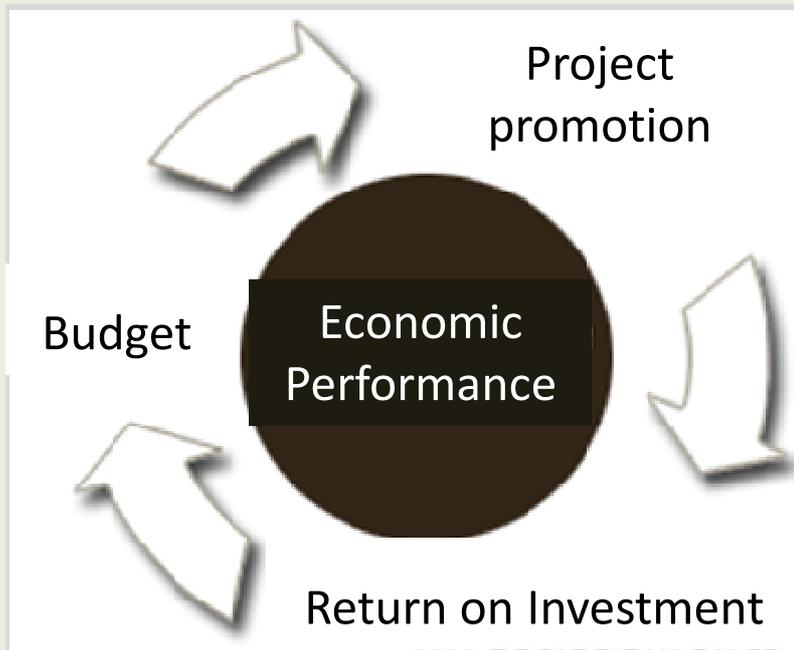- Contribution to the Corporate Social Responsibility (CSR) approach of the company
- ...

Employees requirements

Increasingly sensitized, they are worried about **environmental behavior** and **social engagement** of their company, while being reluctant with their work environment change.
The IT systems department thus has a part of **responsibility** in the global motivation and the valorization of their image.
A good communication strategy and a change management are essential to answer these stakes.

Statutory constraints, external expectations, internal requirements, budgetary performance...

The CIO is thus exposed,
and has to face to a situation,
where analysis and technological
choices are strategic.

Try to square the circle

A challenge

To respect the regulations
The IT systems department supplies solutions to be in statutory conformity (waste management , carbon assessment) and get ready for the world, European and French initiatives.

To master its electricity invoice
Because of its weight in electric consumptions, the information system is a major control lever of the CSR program.

To decrease the environmental footprint of the information system
Beyond CO_2 emissions due to the electricity consumption, the environmental impact of IT systems is consequent in ground pollution.
The WEEE directives have to be taken into account, and the workstations life cycle extension is one of the first possible improvement actions.

Somme opportunities

To reduce the costs and to rationalize
For a pool of 2.500 PCs, it is possible to save 30.000 €/year on the electricity invoice by simply programming an automatic night extinction.

To align with CSR strategy and to contribute to the image of the company
Piloting software of Co2, kWh and water indicators allow at the same time, to help to reduce the environmental footprint ,and to strengthen information management necessary for the statutory reports production.

To favor innovative solutions emergence thanks to technologies
Technologies of teleworking or visioconference offer a better flexibility to employees and limit CO_2 emissions due to their travels.
Software solutions allow to pilot the strategy sustainable development

Target application areas:

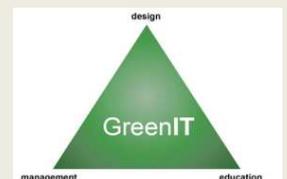- Datacenter & infrastructure

- Working environment

- Management & change management

- Purchases & equipment life cycle

- Working practices

- Reporting & Monitoring

The CIO responsible attitude face to Green IT

Leadership

The IT system department is clearly positioning itself as a key player of the company transformation plan

Undertaken actions are innovative, the CSR management will advise and support

« A personal conviction »

Commitment

The Green IT plan is integrated to the CSR company approach and to the information system master plan

The IT Systems department is proactive, leads transverse actions and joins with the other executive boards

« An appropriate balance »

Status Quo

The IT systems department does not take initiatives and stays a simple contributor

Some scattered actions can be organized, without being gathered within a coherent approach.

« An intolerable position »

The key factors of success :

- The change accompaniment and in the mentalities evolution,

- The internal reinvoicing in energy and CO_2 (principle of the pollutant-payer),

- The follow-up of relevant indicators

To adapt the green IT approach to the maturity level of your company

Your need

Our knowledge

4

I wish to make sure of the good implementation of my Green IT road map.

Program piloting

3

I know the environmental impact of my information system.
What do I have to make now?

Project stages definition

2

I am convinced by the Green IT contributions but first, I wish to know where I am , and to estimate potential earnings.

Overview analysis

1

What does the "Green IT" and why it concern me ?
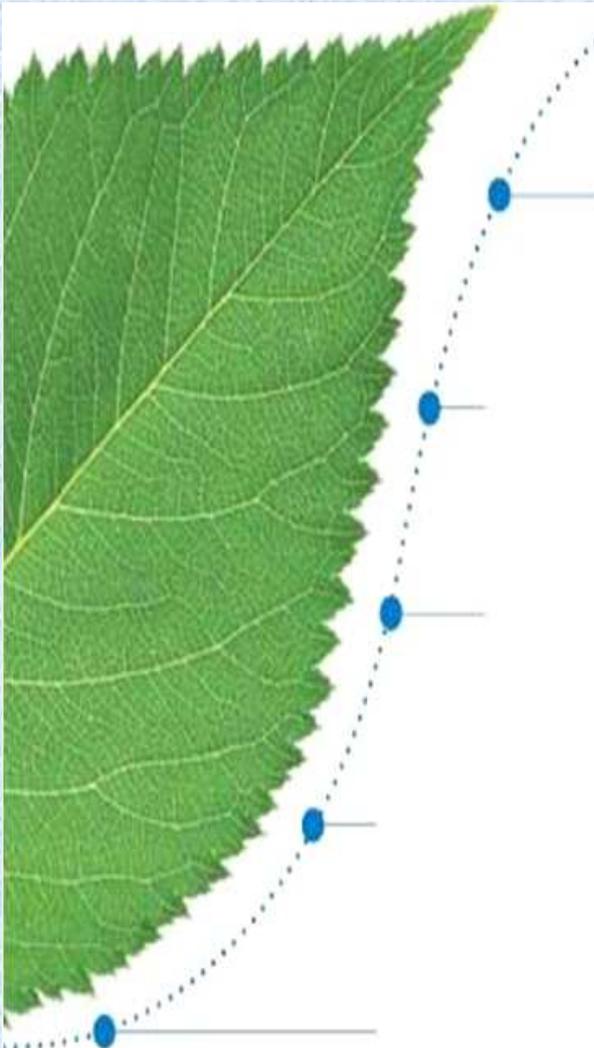
Raising awareness

Green IT initiatives are recent on the market, their adoption is heterogeneous from an organization to the other one.

Our approach is adapted to your degree of maturity on the subject.

A transformation project almost as the others

Pilot *to perpetuate*

Innovate *to find new solutions of the current problems and of tomorrow*

Mobilize *for arousing and accompanying the change of the behavior*

Rationalize *and optimize to face the exponential growth of the IT energy needs*

Measure *the real energy consumptions to be able to follow them and re-charge them to perpetuate*

The Green IT has to be managed as any program of a company transformation.

It differs from it, by the fact that it is mainly motivated by the search for the energy efficiency, halfway between environmental problems and IT problems.

BlasCom IT

Information and communication technologies to the service of mankind being for a controlled and coordinated development

Presentation

BlasCom IT, created in 2005, is an **independent** company, of advice and **expertise** in systems and telecommunication networks, as well as IT solutions, using these networks.
We propose to our clients a **custom-made accompaniment** on their large IT evolution and transformation projects, whether it is in contexts of activities introduction, of rapprochement or merge between companies, of **rationalization** or industrialization, of **risks management** and **regular adaptation** of the technical standards according to scientific and technical progress.

BlasCom IT helps you, from decision phases up to the implementation of relevant and measurable solutions.
The **technicality being complex**, a neutral and objective advice, is imperative before any implementation. **IT solutions** can, and must be managed at once, with other solutions of various fields of **expertise** and activities.
Adequate solutions can be defined **only individually**, after a **precise audit** of every company or organization.

BlasCom IT offers covers, from **advice in strategy until change accompaniment** and training, by way of large programs piloting, and **energy efficiency improvement.**

Its corporate positioning differs from its competitors by :

- Its **pragmatism**, which is defined by its will to intervene in the **operational accompaniment** of the **recommendations implementation**
- Its real **technicality**, while keeping a **global vision**
- Its obsession of the **customer satisfaction**.

Our **specialists team** is at your disposal to accompany you on your Green IT approach.

To know more about Green IT solutions :

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