Gartner and Green

Michael Tapuni

Gartner

The Challenge and Opportunity for IT

Of global CO$_2$ emissions, ICT accounts for about 2%
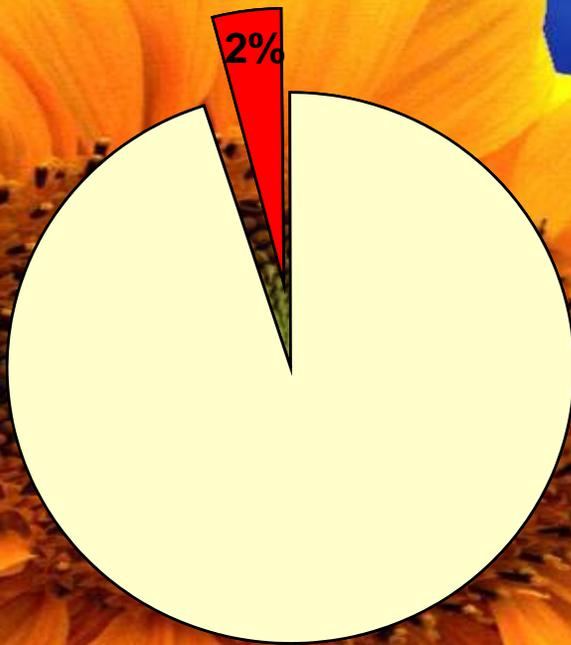
2%

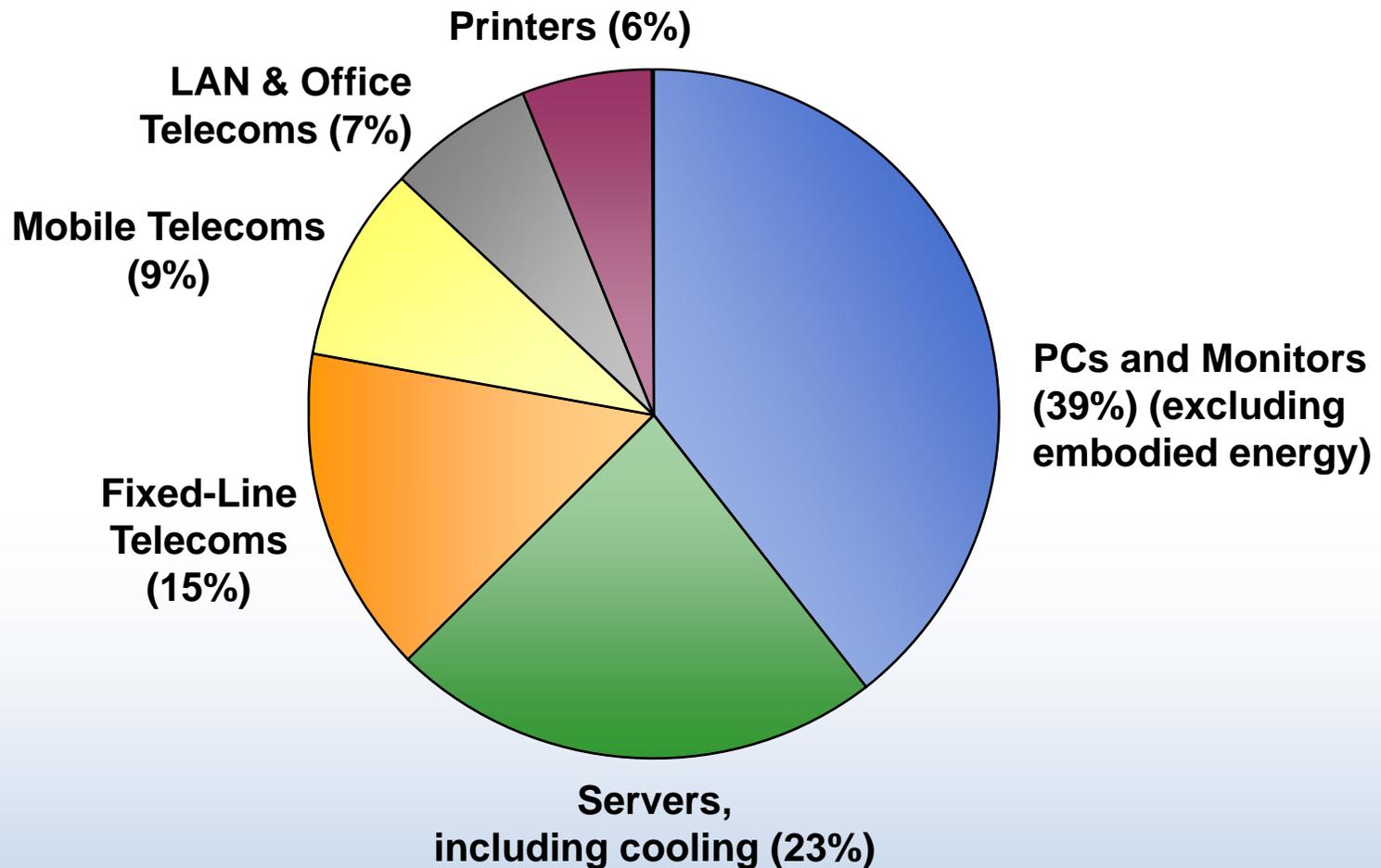**IT is NOT Green**

IT Lifecycle - it's not just when you get it

New measurements

A change in attitude

A change in laws

ICT's Global Carbon Dioxide Emissions

Gartner's actions

GHG
Emission

E-waste

Travel
Substitution

Use of Scarce and
Nonrenewable
Resources

GHG
Intensity

Material
Intensity

Energy
Intensity

Hazardous
Substances

Transportation

Environmental
Control Systems

Transportation
Intensity

Understand

-Research

-Consulting

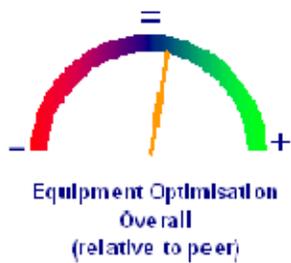-IT Key Metrics Data

-Green IT Score Card

**Policy
&
Implement**

-E-waste management

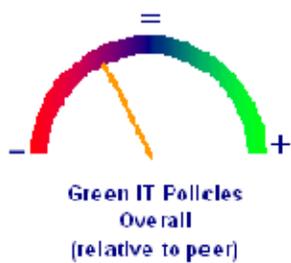-Server Virtualisation

-Asset Management

-Printing

-Staff Policy/footprint

-$$ Value/Cost
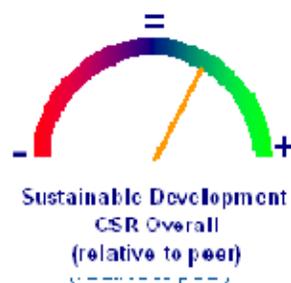
-Power Management

-Cultural Change

Gartner for IT Leaders Green ICT Scorecard
Overall Assessment

Equipment Optimisation
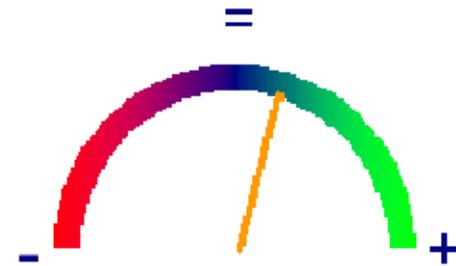Overall
(relative to peer)

The optimization of ICT technology and energy efficiencies across major infrastructure service areas, including evaluation of emissions, data centre design, asset life-cycle management and ICT suppliers.

Green IT Policies
Overall
(relative to peer)

The relevance and maturity of ICT's policies relating to the acquisition, usage and disposal of computing equipment and services.

Sustainable Development
CSR Overall
(relative to peer)

The internal and external environmental sensitivity of ICT in relation to the business and consumers of the enterprises' products and/or services.

Level of Green
Optimisation
(relative to peer)

The needle represents the overall % variance to the peer. Energy efficiency, green policies and corporate & social responsibilities are given an equal weighting.

"+" is better than peer performance, "=" is equal to peer performance, "-" is worse than peer performance

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Gartner and Green

Gartner analysts were among the first to raise the issue of the environmental impact of IT in 2006. Since then, Gartner has been cited as the industry thought leader and expert in more than 200 news stories on the topic by the most prestigious media organizations worldwide.

Gartner research is reflected world wide

Gartner is the *most prominent* IT research and advisory firm in the world's *most respected* media.

Gartner
48%

Gartner Global Media Share
12 Month Average
Independent research conducted by Context Analytics

6

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Gartner in the media

Notable examples

Simon Mingay

IT accounts for about 3 percent of CO2 emissions, according to Gartner -the same proportion as the aviation industry. PCs account for 40 per cent of that.

Steve Prentice

"IT's age of innocence is nearing an end. Technology's clean and friendly 'weightless economy' image is being challenged by its growing environmental footprint"

Simon Mingay

"The good news is that because energy management isn't something the IT industry has worried about in the past, there is so much low-hanging fruit "

Rakesh Kumar

"Companies now spend as much as 10% of their technology budgets on energy"

Simon Mingay

"The sheer volume of stuff that the IT industry is creating is making it unsustainable - the industry needs to start doing a full lifecycle evaluation of it technology"

Rakesh Kumar

"The industry doesn't design equipment to be energy efficient"

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Green ICT can = savings

- "Hampshire County Council..with over 6000 terminals in 1100 offices **saved around 1.4 gigawatts of electricity per year**…, **increase data security**…& **achieved lower maintenance costs** (resulting in).. at least £4 million over the last five years." (source: Climate Change Corp.)

- "A 1,000-person organization could **save up to 1.6 million pages per year and $33,500 in costs** by simply eliminating banner page printing" (source "Eliminate Banner Pages and Save Up to 20% in Printing Consumables " James A. Browning)

- "**The annual cost savings associated** with a well-managed (2500 PC) environment vs. an unmanaged one are **$42.7 thousand**." (source: "PC Power Management Activation Leads to Significant Power and Cost Savings" Federico Troni)

Gartner Case Studies: Globally

- **Tesco:** Using a systematic approach pays dividends : Although IT is only 4% of Tesco's total carbon emissions, IT plays an a dramatic role in reducing its Carbon emissions.

- **Canadian Pacific**: Using IT CP has helped reduced its carbon footprint by improving fuel consumptions in train fleet

- **Banco Real:** Changing technology pays off: IT initiatives and technology has helped Banco Real reduce energy usage by 62% and Air Conditioning usage by 75%.

- **ANZ BANK:** With a simple single IT initiative and implementing "PC Snoozer" ANZ has saved several million $$ in power and 8,000tons of GHG per year.

Gartner Research

- **Green IT: Where to Invest**: IT users are unsure of the implications of green IT and where to invest their technology budgets. A new set of research notes investigates what is real, what is hype and where users need to focus attention during the short term, midterm and long term

- **How IT Management Can 'Green' the Data Center:** Data centers waste large amounts of energy. IT management can help them to "go green" by implementing energy-saving initiatives, correcting redundancies and inefficiencies in hardware and software, and staying ahead of the trends affecting power and price.

- **The Data Center as a Living Organism: Defining the Concept** : New data centers will need to behave like living organisms. They will need to be flexible, modular and readily adaptable to changing IT infrastructure and economic cost models.

- **The Data Center as a Living Organism: Why History Is Not a Good Guide to the Future** : Data centers have been used for more than 30 years, but their design has changed little during that time. Throughout the next five years, new design, construction and operational principles must be used.

- **Green Server Procurement: Assessing Vendors' Green Credentials:** As large corporations take their corporate environmental responsibilities seriously, their selection criteria for server technology in the data center will change. We present the key criteria that enterprises should use when assessing the green credentials of server vendors and their products.

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  Going Green: The CIO's Role in Enterprisewide Environmental Sustainability: Toolkit The Going Green Toolkit will help you assess the opportunities and threats green issues represent to your enterprise's strategy and business operations. It will help you understand their potential impact, identify the areas of greatest potential value and determine IT's role in responding.

- **Green IT: Immediate Issues for Users to Focus On:** IT users are unsure of the implications of green IT and where to invest their technology budgets. We investigate what is real, what is hype, and the technologies and services that users need to focus attention on during the next two years.

Gartner Analyst & Research

- 700 Analyst World Wide
- Dedicated Research Streams:

  -Green IT   -Sustainability Management

  -Green Vendors -Green Technologies

Rakesh Kumar – Research focus includes data center architectures, infrastructure, Data Center power and cooling issues and is an established authority in environmental and 'Green' IT strategies

Simon Mingay - researching environmental sustainability issues associated with the use of information and communications technology. The management of IT,ITIL, process improvement, disaster recovery and business continuity management.

Philip Dawson specializes in virtualization and server selection. He is a leading authority on virtualization of Linux, Unix and Windows infrastructure platforms and how these technologies can assist the carbon footprints of IT.

Andrea Di Maio focuses on the public sector, with particular reference to e-government strategies, Web 2.0, the business value of IT, open-source software, green IT and the impact of technology on the future of government. Andrea also works on policies and strategies for Green IT

Deborah Wilson, covers procurement strategies and applications. Her areas of interest include procurement transaction automation, e-marketplaces, e-sourcing, spend analysis, accounts payable automation, buy-side catalog management, supplier performance management and multienterprise business process platforms and Green recuirtment.

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The Sustainable Opportunity

- **The big opportunity** for the IT industry and most IT organizations **is using ICT to reduce the environmental impact of the enterprise**, its supply chain, its products and its services, rather than simply focusing on IT's own CO2 footprint.

- Gartner has developed **a Green IT Scorecard** to help organizations address their environmental responsibilities while maintaining or improving ICT costs and service levels.

- By taking **a balanced approach** the ICT organization can take a proactive lead in reducing corporate CO_2 emissions and it is sometimes possible to fund green ICT initiatives from the savings made elsewhere.
- Gartner Helps Universities around the globe

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Gartner delivers the technology related insight

Necessary for our clients to make the right decision

Every day.

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