

Helping IT Organizations "Go Green"

Speakers: **Carla M. Krell, Program Manager Green ITO**
Logan Scott, Enterprise Systems Division Energy Efficiency Offering Manager

Carla:

Welcome to this IBM podcast titled Helping IT Organizations "Go Green". This podcast discusses why going green is an important topic right now in the benefits and IT organization can get from improving their energy efficiency. My name is Carla Krell and I'm the Program Manager for Green IT ITO in the Americas.

I would like to introduce our speaker Logan Scott. Logan Scott is the Energy Efficiency Offering Manager in the Enterprise Systems Division of STD defining solutions which strengthen the IBM's leadership position as a Green IT company. Logan's previous experience includes Manager of Global Offerings in GTS. He was responsible for defining and executing the strategy for IBM's Managed Hosting Services Business achieving rapid growth into a billion-dollar business with global market share of leadership. Logan also has extensive experience in marketing, sales and engineering in his 25 years at IBM. So let's go ahead and get started.

Logan the term Green is used so much and can mean so many things. Can you help us to understand your perspective on Green and the places where IBM to help clients?

Logan:

Sure Carla. Going green is such an important topic right now because companies need to control rising energy costs. They want to improve their operational efficiency and very importantly they want to demonstrate environmental responsible practices to their customers, their shareholders, their supply-chain partners and even their own employees. The term green does cover a lot and IBM can help companies very broadly through our energy and environment framework. We can help them to define their overall corporate green agenda.

This would include things like their overall strategy, their goals; it can help them with product lifecycle management. We can help them to optimize overall business operations and we can even do things like improve their teaming and collaboration of their employees to reduce travel and commuting. Of course IBM can help clients to go green with their information technology.

Carla:

Great. You use the term Green quite a bit and we know that means a lot of different things to different people. What specifically do you mean when you say Green as related to an IT environment?

Logan:

When we associate the term Green with the IT environment, our main focus is on making dramatic improvements in the energy efficiency of the IT infrastructure and the supporting data center facilities.

Carla:

Great. What benefit to clients expect to get from improving their IT energy efficiency?

Logan:

We help clients to reduce their energy costs and improve their operational efficiency. We help them to remove constraints on the IT environment that are impacting business growth and help clients to drive to more flexible resilient IT environments that supports corporate objectives to reduce their energy consumption.

Carla:

Interesting. Given different priorities in every organization why should IT prioritize becoming green?

Logan:

Information technology is actually a very large consumer of energy in most companies today so to make a significant reduction in the amount of energy a company consumes with the results and decreasing greenhouse gas emissions you really have to put an emphasis on improving the efficiency of the IT operations.

Greening the IT area can lead to very significant savings in energy costs and overall operational costs. So the financial benefits alone make it a priority. This is especially true with energy costs being on the rise.

Carla:

So what of the other factors which would drive companies to prioritize Green IT?

Logan:

Many of our clients are facing considerable constraints that are impacting the ability of the information technology team to support the business needs. Companies are running out of data center space or the power and cooling infrastructure that they've invested in their data center is at its limit. In those cases green IT really becomes an imperative for them.

Carla:

For those organizations that already have a current IT strategy, how can they incorporate energy efficiency into that strategy?

Logan:

One important element is to establish a way to monitor the energy consumption of the IT environment so you can establish a baseline that you can use in demonstrating future savings. In

many companies the IT department does not directly pay the energy bills so those get covered by the facilities organization. It's very important to establish common goals and linkages between the facilities area and a company in the IT area.

Then once you have the energy management capability in place a company can demonstrate progress towards the green objectives as they incorporate things like more energy-efficient server and storage technology into the environment or drive higher utilization and efficiency through efforts to do virtualization and consolidation.

Carla:

How can they get started?

Logan:

IBM can help clients get started various ways depending on their situation. In some cases a good starting point might be to attend a briefing that IBM hosts. For many of our clients a common starting point is one of our energy efficiency assessments. We can help clients better understand the energy efficiency of their current IT environment and then define roadmaps to help them improve their energy efficiency. We have specialized skills and tools in place so we can assess a client's IT infrastructure including their server and storage environments as well as looking in depth at their data center facilities.

Carla:

How can IBM help an IT organization specifically become green?

Logan:

With their assessment capabilities we can help clients identify the best opportunity areas to make the most high-impact improvements to their IT energy efficiency. We can also do things like building out the most energy-efficient data center facilities and then populate those data centers with the most energy efficiency servers, storage and network infrastructure. We can help clients to consolidate data centers and really realize massive savings through efforts like that. We are leaders in the virtualization area in products and services. We've helped clients double and even quadruple their IT utilization and realize huge operational savings which include energy costs.

In addition we have a portfolio of Energy Management Software. We can help clients monitor and control their energy usage and document savings that they can then use to apply towards a green incentive program that are emerging like our energy efficiency certificate program that we've teamed with a Neuwing Energy on or to comply with emerging government regulations.

Carla:

That's great. Could you talk about a customer experience that IBM has worked with or any customer experience the IBM has worked with that has successfully incorporated green into their IT strategy?

Logan:

We've helped customers with many IT virtualization and consolidation projects for example that have demonstrated up to 80% savings in data center floor space and energy costs. So it's pretty dramatic. We've seen a lot of those of savings in IBM ourselves because we are doing this with our own organization. In some cases we've helped clients avoid having to build out new data center facility which would cost them tens of millions of dollars. We've helped clients consolidate from multiple data centers down to one or two data centers and again realizing the enormous savings. Since we've announced our Project Big Green initiatives last year we've worked with hundreds of clients around the world to try and improve IT energy efficiency and help to the IT departments to make a significant contribution to the overall companies green goals.

Carla:

Will welcome this is been very, very helpful. Thank you for your time today. We know our audience may have additional questions about IBM's Green Solution. One easy way to get to this information is to go to ibm.com/green where we have packaged up our efforts around green in one place. You can also contact IBM through that webpage or you can contact IBM on this topic by e-mailing us at gogreen@us.ibm.com or of course customers can also contact their IBM sales representative.

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Thank you for attending.