

Green IT in Australia 2010

IT Sustainability and energy efficiency



The second annual comprehensive survey of Australian organisations and their Green IT maturity

Connection Research has surveyed over 250 Australian public and private sector organisations and quantified the level of their Green IT Maturity

- ✓ Green IT Framework Behavioural Metrics
- ✓ Green IT Index comparisons with 2009
- ✓ Comparisons by industry sector
- ✓ Green IT Maturity -
Lifecycle, End User, Enterprise, Enablement, Metrics
- ✓ Key vendor partners and procurement strategies
- ✓ Propensity to purchase Green IT services
- ✓ Drivers and Inhibitors to Green IT
- ✓ Measurement tools and techniques

Green IT in Australia in 2010

What are users doing? What are they buying?

Green IT is important for two reasons. IT is a significant consumer of energy, and IT has an important role to play in reducing carbon emissions in other areas – smart electricity grids, building management systems, more efficient transport, leaner industrial processes.

Data centre energy consumption is becoming a significant issue. End user power management systems are becoming increasingly popular. E-waste and environmentally sound procurement practices are top of mind. Governments are mandating Green IT practices, and private enterprise is being driven there by increased energy costs. Green IT has arrived!

How can my company benefit from the Green IT Revolution?

Connection Research has now released the findings of the 2010 Green IT Survey. The second annual Australian Green IT survey shows which users are buying which products, looks at Green IT drivers and inhibitors, and at which vendors are regarded as Green IT business partners. The report is accompanied by two workshops designed to help vendors navigate their way through the maze that is Green IT in the Australian IT user community. There are four key deliverables:



2010 Aust Green IT Report

- Detailed survey and analysis of 250 Aust organisations' Green IT strategies
- Green IT Benchmark by Industry Sector
- Comparisons 2010 with 2009
- Green IT Indices by five Green IT components

Intensive Green IT Workshop

- Two hour intensive overview of survey findings
- Tailored to suit vendor product and service offerings
- On your premises, at a time and place of your choosing
- Tailored marketing consultancy at an off-the shelf price

Green IT Fundamentals

- Full day training course for six or more staff
- Includes the 2 hour Workshop
- Covers all aspects of Green IT, based on the Framework
- All you need to know about Green IT but were afraid to ask

Green IT Product Listing

- Detailed listing in online Green IT Product directory
- Data Centre, Carbon Emissions Mgmt Software, PC Power Management, etc.
- Basic listing free – Super listings offer much more detail

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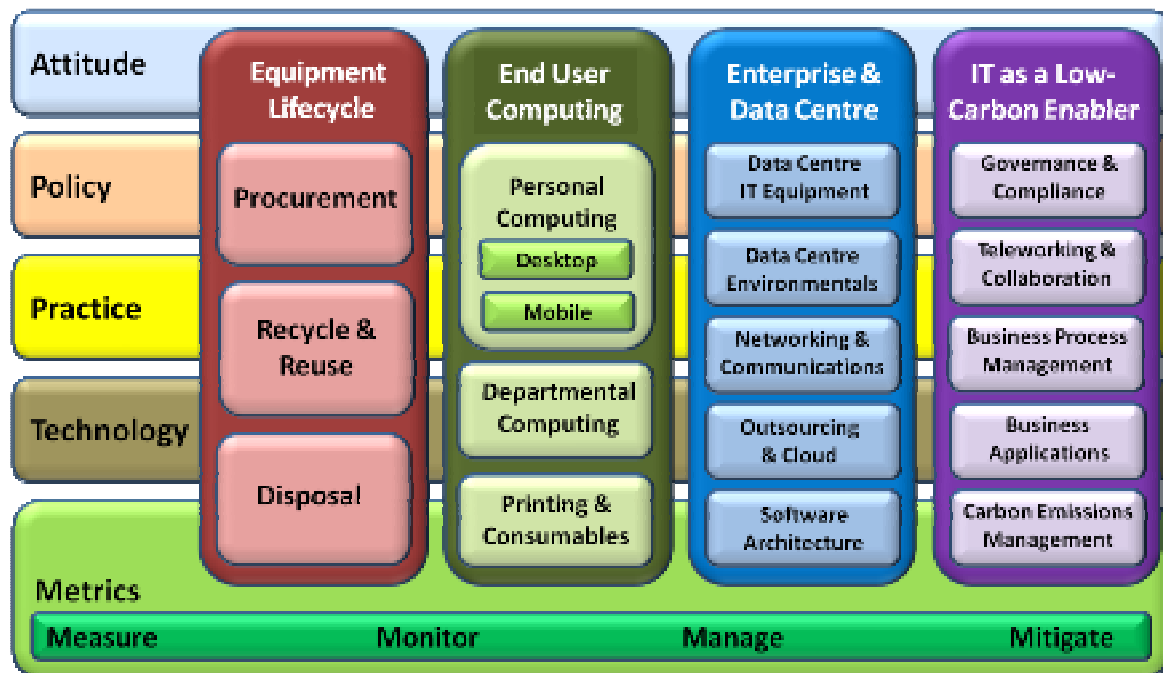
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The Connection Research-RMIT Green IT Framework



The Framework describes the many components of Green IT, and the way they interact. It is an invaluable tool for understanding Green IT, and acts as the basis for the metrics used in all Connection Research's Green IT surveys, consultancy and training. Each component of the Framework is separately rated and compared, allowing a unique insight into the state of play.

FAQs

◆ **What is unique about Connection Research's Green IT survey?**

The Connection Research survey uses a unique measurement and benchmarking technique based around the Connection Research/RMIT Green IT Framework—now a widely recognised model for describing the multi-dimensional components of Green IT.

◆ **How can vendors benefit?**

The Report enables very targeted marketing by vertical market and product by outlining which industry sectors are performing best—and worst—and the level of maturity of each component of Green IT in each Index.

◆ **Who's behind Connection Research?**

Connection Research is Asia Pacific's foremost consultancy in developing frameworks, models and benchmarks for sustainability governance to empower its clients to monitor and optimise their sustainability processes and practices.

◆ **Can components be purchased individually ?**

The report and the Green IT training are available for separate purchase, but the Intensive Workshop is only available with a Report purchase. More importantly, the individual components comprise a consistent and coherent whole, all feeding off each other to form a complete overview of the state of play in Green IT in Australian in 2010.

The full package offers a substantial discount over the individual components.

Pricing and Availability

◆ **Green IT Report 2010—covering all aspects of Green IT**

Complimentary copy of the 2009 Report included **\$2200**

◆ **Green IT Intensive Workshop (on-site) - to position your products and services within the Green IT Framework** **Add \$800**

◆ **Green IT Fundamentals—expand the Intensive Workshop into a full one-day training covering the principles of Green IT** **Add \$1000**

(CompTIA certification available)

◆ **Green IT Listing—one page vendor supplied listing with contact details within our specialist Green IT product portals** **\$500**

Note: Purchased as a bundle and receive 12% discount

All payments by credit card attract an additional 2.5% as standard

All fees are inclusive of GST

**Connection Research Services Pty Ltd
21 Chandos St, St Leonards NSW 2065
Australia**

www.connectionresearch.com.au phone +61 2 9467 9800