



HELPING IT ORGANIZATIONS ACHIEVE THEIR FULL POTENTIAL

## GREEN IT

OwlPoint is passionate about Green IT. Our Green IT services help organizations align their IT vision and strategy with business sustainability goals. We help IT organizations understand the environmental impact and economic cost of IT. A well defined and executed Green IT strategy can increase efficiencies while simultaneously reducing IT cost, inspiring employees and increasing the business' reputation and brand value.

### Green IT is Efficient IT

It's not often that doing the fashionable thing is the right thing to do and has so many benefits. Green IT is one of those few occasions whereby doing business a slightly different way can have both a positive impact on the environment as well as reduce costs in the organization.

### Green = Efficient = Savings

OwlPoint sees the tremendous value that taking a green approach provides. Whether it is saving 50% on paper costs, reducing power consumption by 30%, or properly recycling equipment,

implementing a formal Green IT strategy will have significant benefits to both the IT organization and the business it supports.

### How Green are You?

OwlPoint works closely with our clients to assess their current Green IT methods. Whether there is a Green IT initiative well underway or one is just beginning, it is critical to know where the organizations' maturity lies. Once a strategy is defined, we help companies execute and implement the supporting Green IT policies, processes, procedures and training required to be successful to reap the full benefits of going green.

## Green IT Numbers Don't Lie

**\$11.5 Billion**

Estimated energy bill for datacenters come 2010. Up 30% from 2007.

**5% to 30%**

Average utilization of distributed systems in the datacenter today.

**170 Metric Tons**

Amount of CO<sub>2</sub> that datacenters worldwide currently produce per year.

**670 Metric Tons**

Amount of CO<sub>2</sub> that datacenters worldwide are expected to emit annually by 2020.

**\$1,870**

Annual operating expense for powering and cooling a single mid-tier (\$2,500) server.

**55%**

Average amount of UPS, cooling, and other facilities that are underutilized in a datacenter

## Green IT Service Offerings

All of our services are customized to meet the specific needs of our customers. Although we have well-defined methodologies, our services are meant to provide individual assistance for our specific customers and not just provide some generalized advice

OwlPoint offers several services to help an IT organizations operate Green:.

### Green IT

- Green IT Assessment and Roadmap
- Green IT Strategy Development
- Green IT Policy Development
- Green IT Process and Procedure Design
- Green IT Process Implementation and Training

Our Assessment and Roadmaps provide a clear and actionable plan for achieving the desired goals and objectives. This helps an organization understand exactly how mature the organization is today, and defines specific, measurable steps to improve to a desired level. This allows an organization to not only improve, but also measure the success and ensure that the correct level of progress is being made.

## About Us

OwlPoint, LLC is an IT Management Consulting firm focused on Strategy, Governance and Operations services with specialties in the areas of Green IT, IT Service Management and ITIL. OwlPoint was founded on the principle of partnering with our customers. We believe in taking the time to understand our customers and provide services that quickly facilitate our clients' success.

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