



# Specialty business finds Green IT contributes to business goals

Case Study 

This specialty business needed a green IT strategy to align its aggressive business growth goals with its desire to be socially responsible. For this undertaking to be successful, the business needed to address the environmental impact and cost of expanding its IT organization to support high growth objectives. They also needed to align its IT organization with the business organizations to develop green IT practices that would increase efficiencies and simultaneously reduce costs.

## CLIENT PROFILE

Specialty business seeking to leverage Green IT practices to support business growth goals.

### Industry

Financial Services,

### Key Information

Privately held  
50 million in revenues  
80 Employees  
High growth rate  
Socially responsible senior leadership

### Solutions

Green IT Strategy

Green IT Working Practices and Policies

Data Center Energy Efficiency

System and Storage  
Virtualization Technologies

### Business Needs Addressed

Growth  
Limited budget  
Environmental impact and cost of expanding IT organization

## Overview

A New England based specialty business received venture capital and a new business plan centered on high-growth.

Struggling with the transition of becoming a rapidly growing business and adopting environmentally sound, cost effective IT practices, the business turned to OwlPoint for help in achieving its growth and sustainability goals.

OwlPoint delivered a comprehensive solution and provided the framework and services for aligning the IT organization with the current and future needs of the business.

## Business Need

The business needed an IT strategy to support aggressive growth goals over the next three to five years.

The support high growth business objectives they needed to in-source and build new systems to support these growth goals, a huge undertaking for an IT organization with a limited budget, antiquated and under utilized equipment, and a significant communication gap between itself and the business organizations.

## Solution

OwlPoint took a holistic view of the business need. In addition to analyzing the organization's footprint and use of current technologies, they looked at the IT strategies, processes, and relationship with the other business organizations.

OwlPoint discovered a significant communication gap between the business and the IT organizations. Beyond the business organizations relaying demands and allocating the budget, and IT providing status and technical support back to the business, there was not enough communication between the business and the IT organizations to understand how IT was being used and its underlying costs.

Since proper business and IT alignment is imperative for successful green IT initiatives, OwlPoint crafted an IT strategy that set a clear direction for the entire organization. Leveraging IT Service Management (ITSM) techniques, OwlPoint helped the IT organization develop credibility by establishing itself as a service provider to the business organizations rather than just a support organization. OwlPoint also helped the business form a steering committee to promote communication and alignment between the IT and the

business organizations.

Additionally, OwlPoint helped the business develop a long-term approach that leveraged what they were doing well with new tools and equipment that helped them drive sustainability initiatives. Included within the Green technology upgrades were multi-function copiers that replaced several individual outdated pieces of equipment and supported improved Green IT working practices and policies, such as default duplex printing.

OwlPoint further tapped its experience and passion for Green IT by helping the business create an eco-friendly data center. With OwlPoint's guidance, the business reduced its data center raised floor footprint by **66 percent** resulting in reduced electricity consumption and related energy costs by **56 percent**.

With investments in newer storage and systems virtualization technologies, OwlPoint was able to increase computing power to well over four times its original capacity, which allowed the business to use the reclaimed space to accommodate its burgeoning employee base. Additionally, the business eliminated significant amounts of computer-related equipment without zero impact to landfills.

## Benefits

By instilling effective IT governance the specialty company effectively aligned its IT organization with the future needs and vision of the business. No longer was the IT organization working on rogue IT projects that did not contribute value to the business.

## Services Featured

### IT Strategy

- IT Organization Assessment, Strategy, and Roadmap
- ITSM/ITIL Maturity Assessment
- Cultural Transformation Assistance
- Service Management Strategy and Roadmap Definition

### IT Governance

- IT Policies Definition and Documentation
- Governance Approach and Procedures Definition
- ITIL Framework and Process Design

### IT Operations

- Process Management
- Operations Center Design/Improvement
- Operations Personnel
- Process Implementation
- Network & Systems Management Architecture & Implementation

With a clearly defined vision and supporting actionable strategy the IT Organization was properly aligned and able to garner support from the business organizations as a true partner, reversing the trend of just being seen as a support organization.

Newer virtualization technologies coupled with a significantly reduced raised floor meant less energy consumed while also contributing to a lower corporate carbon footprint.

Following a newly implemented zero-landfill impact IT policy, outdated equipment was donated to a local socially responsible computer group that repurposed them for use in underprivileged families and schools.

## Additional benefits

**Staffing Agility** - Leveraging OwlPoint's flexible IT Operations capabilities and staffing models the insurer was able to quickly bring the skill sets to bear that ensured it's success.

**Enhanced Strategic Planning and Analysis** - By focusing on future goals outlined in the OwlPoint ITSM roadmaps the IT management team was able to move quickly from reactive, firefighting, mode to a proactive, predictable, organization.

**Increased Application Availability** - Following the completion of several technology upgrade and stabilization projects coupled with the introduction of standardized processes, the client was able to effectively assess risk and analyze impact of planned changes before they occurred. The end result was improved service levels, reduced downtime, and the ability to effect change more efficiently.

OwlPoint, LLC

649 Route 206, Suite 9-117 • Hillsborough, NJ 08844 • Office (888) 992-9695 • Fax (908) 842-9156  
info@OwlPoint.com • www.OwlPoint.com

