

## Expanding small business looking to use Green IT practices to support business goals

### CLIENT PROFILE

This growing business needed a Green IT strategy to align its aggressive business growth goals with a desire to be socially responsible. 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 develop Green IT practices that would simultaneously increase efficiencies and reduce costs.

### INDUSTRY

- Financial Services
- Insurance

### KEY INFORMATION

- Privately held
- \$50 million in revenue
- 80 Employees
- High growth expected
- Socially-responsible senior leadership

### BUSINESS NEEDS ADDRESSED

- Green IT Strategy
- Green IT Working Practices and Policies
- Data Center Energy Efficiency
- System and Storage Virtualization Technologies

### OwlPoint SERVICES

- Sustainability
- Green IT Practices
- Green IT Planning, Design, and Implementation
- Data Center Energy Performance Assessment

### OVERVIEW

A New England-based 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 both its growth and sustainability goals.

### BUSINESS NEED

The business needed a Green IT strategy to be incorporated into the IT strategy developed to support the aggressive growth goals over the next three-to-five years. To support the business objectives, the company needed to build new systems practically from the ground up, but keep operational expenses to a minimum. Building new core business information systems was a huge undertaking for an IT organization with a limited budget and outdated equipment.

### SOLUTION

**OwlPoint** conducted a review of the company's data center and discovered that much of the equipment was

not being used effectively, a large amount of equipment was antiquated and was only used occasionally, and there existed a significant amount of network equipment which had exceeded its useful life. Furthermore, the data center devices were not organized in a fashion that facilitated good airflow and equipment was spread out across the data center room.

In addition to the review of the data center, **OwlPoint** analyzed the organization's use of current technologies throughout the office building, reviewed the IT strategies and processes in place, and studied the relationship between the IT organization and the other business organizations.

**OwlPoint** discovered a significant communication gap between the IT organization and the rest of the business. 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.

**OwlPoint** leveraged IT Service Management (ITSM) techniques, to help the IT organization establish itself

as a service provider to the business organizations, rather than just acting as an internal support organization. **OwlPoint** also used the ITSM methodology to develop processes and management capabilities that ensured the IT environment would continue to run effectively, reliably, and efficiently.

As part of the IT organization's overall initiative to roll out new business systems and improve the current IT infrastructure, **OwlPoint** tapped its passion for Green IT by engineering an eco-friendly data center that leveraged Green IT best practices. The existing data center was transformed into a highly-efficient data center that contained less equipment, used mostly energy-efficient network equipment, storage devices and servers, and used virtualization on a majority of the servers. Since the equipment was better organized and the new equipment was smaller, the space requirements for the data center had been reduced significantly. A wall was built to reduce the size of the data center by more than half, improving airflow and drastically reducing cooling costs.

The reclaimed space from the reduction of the data center size was used to create new office space to accommodate its burgeoning employee base, saving the need to acquire new real-estate.

With investments in newer storage, servers, and virtualization technologies, **OwlPoint** was able to increase computing power to well over ten times its original capacity. With the introduction of virtualization, the business needed fewer onsite servers, which meant less electricity for airflow, cooling and maintenance.

**OwlPoint** also made numerous enhancements to areas outside of the data center. Included within the Green technology upgrades were multifunction copiers that replaced several individual outdated pieces of equipment and supported improved Green IT practices and policies, such as default duplex printing.

Green practices were also followed to eliminate the significant amount of computer-related equipment with zero impact to landfills.

## BENEFITS

**OwlPoint** helped the business reap significant rewards by pursuing the use of Green IT practices and incorporating them

into the design and implementation of the new IT Strategy. The most significant benefits were realized by the redesign of the data center. By implementing modern, efficient equipment, and applying virtualization technology to servers, the data center used 56 percent less electricity even though computing capacity was increased by 1000 percent. Costs related to cooling have also been drastically reduced, since the data center square footage was decreased by 66 percent and the airflow improved to cool individual equipment.

Additional cost savings were achieved by the use of more modern printing and related sustainability practices within the office space. Additional real-estate expenses were avoided due to the reclamation of office space by the reduction of the data center area as well as utilizing other general space more efficiently, such as the reduction of the areas needed for printers, copiers, and storage. The new environment is more stable and requires less active management, therefore saving costs in human resources.

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

Finally, the company can now boast a much lower corporate carbon footprint.

## BACK TO THE BUSINESS

**Data Center Energy Efficiency Assessment** - Established current energy consumption benchmarks and compared them to industry best practices for energy efficiency

**Green IT Planning, Design, and Implementation** - Converted a data center from a costly and disorganized facility into a highly efficient and low energy consuming data center coupled with with operating processes and procedures that will maintain the costs savings for years to come

**Green IT Roadmap** – Developed recommendations and a roadmap to continually drive Green IT improvements

**Social Responsibility** - Provided the ability to demonstrate the company's dedication to Corporate Social Responsibility and reduced their Carbon footprint



OwlPoint, LLC

649 Route 206, Suite 9-117 • Hillsborough, NJ 08844

Office (888) 992-9695 • Fax (800) 910-6950

info@OwlPoint.com • www.OwlPoint.com