CHALLENGES IN GREEN IT OR IS GREEN IT: BURDEN OR OPPORTUNITY?

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IS THIS OUR FUTURE?

▶ Soylent Green (1973)

▶ The world (Year 2022) is suffering from:

    ▶ Pollution

    ▶ Overpopulation

    ▶ Depleted resources

    ▶ Poverty

    ▶ Dying oceans

    ▶ Hot climate due to the greenhouse effect

WE LIVE THE ERA OF:

- ▶ Faster
- ▶ Smaller
- ▶ Cheaper
- ▶ And unfortunately disposable
- ▶ Anybody remembers the Paperless Society?

THE AVERAGE LIFE CYCLE OF COMMON HARDWARE

Cell phones	2 years
Laptop PC	3 years
Desktop PC	4 years
Server	5 years
Networking gear	5 years
Monitor	8 years

HARDWARE LIFE CYCLE

Acquisition/Installation

Use/Maintenance/Upgrade

Decommission/Disposal

DATA CENTER WOES

- Power
- Space
- Cooling
- Cabling
- Disposal

THE CHALLENGE:

- Help create a greener more sustainable environment while offering economic benefit$
- Well implemented Green IT can:
  - Reduce environmental (carbon) footprint
  - Reduce costs
  - Improve Public Image

GREEN BUSINESS DRIVERS

- ✓ **Energy costs**
- ✓ **Energy availability**
- ✓ **Equipment costs**
- ✓ **Data center costs:**
- ✓ **Business process optimization**

THREE STRATEGIES FOR GREEN IT

- Storefront

- Tuning

- Redesign

PROBLEMS/ISSUES/CHALLENGES

▶ Standards

▶ How Green is Green?

▶ Measurement

▶ Everybody is Green

   ▶ Remember Y2K

PROBLEMS/ISSUES/CHALLENGES

▶ Planning is required

▶ Successful Cases

▶ Inertia

   ▶ Insanity: doing the same thing over and over again and expecting different results. Albert Einstein

2011 IT TECH AND STRATEGY TRENDS

1. Cloud Computing
2. Mobile Devices
3. Social Networking & Collaboration
4. Analytics
5. Responding to Chaos

2011 IT TECH AND STRATEGY TRENDS

6. Security
7. Video Conferencing
8. Green IT & Sustainability
9. Computing as a Utility
10. Device-Aware Applications

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