

Companies Need Green IT Plan, Study Reveals

Despite retailers' growing awareness that environmental concerns will impact their future IT operations, many companies have not yet established "green IT" requirements encompassing how they buy and use technology. These points were revealed in a new report, "Tapping Buyers' Growing Interest In Green IT," released by Forrester Research, Inc., Cambridge, Mass.

While 85% of 124 IT operations and procurement executives in North America and Europe said environmental factors are important in planning IT operations, only 25% actually have written green criteria into their firms' purchasing processes.

"Two reasons why green matters are efficiency and corporate responsibility," said Christopher Mines, senior VP, Forrester Research. "Most IT decision-makers told us that a green purchase would only happen in the context of cost reduction. These are hard-headed, ROI-driven business decisions."

Companies eager to see cost savings for green-driven initiatives expect their technology partners to educate them about environmentally responsible products and services. But some technology vendors need to step up their efforts in this regard.

Some companies, including Advanced Micro Devices, Cisco, Dell, EMC,

Hewlett-Packard, IBM, Intel and Sun Microsystems, are making significant investments in green initiatives, such as energy-efficient servers, data-center power and cooling solutions, cleaner manufacturing, and device-recycling programs. Yet, only 15% of participants said they have a high-level of awareness of vendors' green initiatives. Worse, most said they hear "little to nothing" from top-tier vendors about their green-solution offerings.

"Technology marketers today will find increasingly receptive audiences for green evangelism," said Mines. "Slowly, that receptivity will translate into action on the part of enterprise IT organizations."

Server, Data Center Efficiencies

A new report by the Environmental Protection Agency (EPA) shows that data centers in the United States have the potential to save up to \$4 billion in annual electricity costs through more energy-efficient equipment and operations, and the implementation of best-management practices. The report found that in the past five years, increased use of data centers—and the power and cooling infrastructure that support them—has doubled energy use to more than 100 billion kilowatt-hours, increased greenhouse-gas emissions and raised concerns about power-grid reliability.

The study, "Report to Congress on Server and Data Center Energy Efficiency," suggests priority efficiency opportunities and strategies that can lead to additional savings via state-of-the-art technologies and operations.

It found that existing technologies and strategies could reduce typical server energy use by 25%, with even greater energy savings possible with advanced technologies.

Visit www.energystar.gov/index.cfm?c=prod_development.server_efficiency_study for more information and a copy of the report.

Thermal Printer Helps Two Retailers Cut Paper at POS



Two-sided thermal-receipt printers reduce receipt-paper usage by 45%.

In a move to reduce the millions of rolls of receipt paper used enterprisewide each year, J Sainsbury plc and Home Hardware Stores Limited are adding a two-sided thermal receipt printer from NCR Corp., Dayton, Ohio.

St. Jacobs, Ontario-based hardware, lumber and building materials and furniture retailer Home Hardware is the first Canadian chain to deploy the technology. Meanwhile, London-based supermarket chain Sainsbury's is the first European retailer to feature the double-sided receipts.

While both retailers were attracted to the new printer's ability to customize promotional messages and improve operational efficiency and throughput at checkout, the printer, named 2ST, also minimizes environmental impact. The units are able to reduce receipt paper usage by 45%, and the speed of the printer cuts the electricity used to power the unit.

Sainsbury initially tested 25 units in its Maidenhead store. A successful pilot is pushing the chain to install the machines in all its new supermarkets.

Similarly, Home Hardware deployed 2ST as part of its migration from impact to thermal printing. "Upgrading to thermal printing has helped us to greatly minimize [energy] consumption by eliminating the need for ink cartridges and reducing paper use," said John Rogez, director of retail applications, Home Hardware. "We are now exploring additional benefits of the two-sided capability, including customized, promotional messaging that alerts our customers to specials or directs them to featured items in specific departments."

The move also upholds Home Hardware's ongoing community and environmental focus.