

Companies can cut costs with attention to technology

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It is predicted that by 2012, 40 percent of an enterprise's technology budget will be consumed by energy costs. Office temperatures have to be set at cool levels to keep a server running, and the cost to power and cool onsite computer systems can drain a business owner's budget. Gartner Research estimates that the electrical bill alone per server can cost \$3,700 over four years.

Additionally, powering, cooling and operating PCs and servers are responsible for almost 1 billions tons of carbon dioxide emissions.

For many businesses, going green can be as simple as making better use of the resource they have. Making IT green is not necessarily about reduc-

ing how many kilowatts a PC consumes; it's the amount of them in the office. The Northwest Energy Efficiency Alliance said the average energy consumption could be reduced by 25 percent through effective use of power management tools.

Companies can take green initiatives a step further and establish a green computing agenda through utility computing providers which move in-house IT, including servers, to a safely monitored data center and help companies decide what equipment is needed and what is being underutilized.

Consolidating these IT operations in a centralized location reduces energy emissions, and helps cut back on an office's electric bills.

Telework or telecommuting is another green incentive. It not only helps the environment, it also saves employees time and money. Government agen-

cies have already created incentives for businesses to become greener with programs like Flex and the City, which encourage a more flexible work schedule.

Gartner Research predicts that by 2011 enterprises will develop required policies for IT suppliers to prove their "green credentials" through an auditing process. Until that day comes, businesses should evaluate a green agenda to beat rising energy costs.