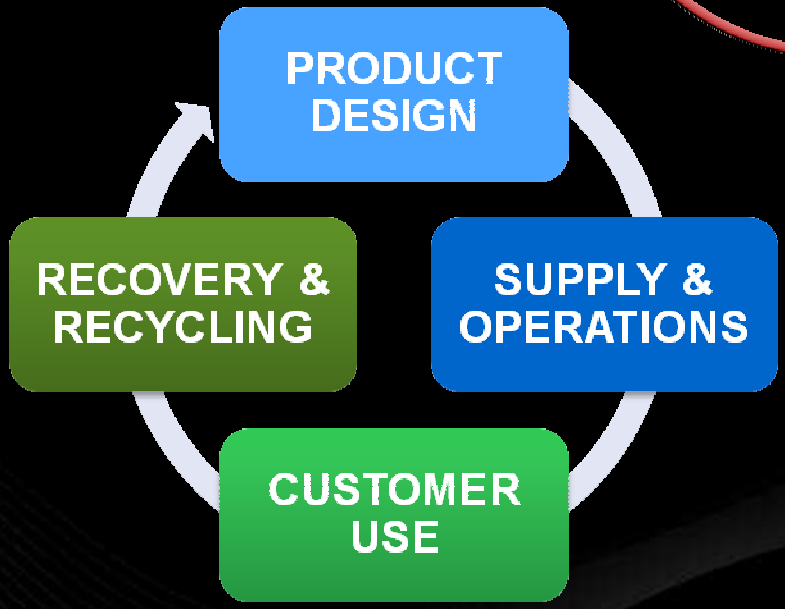
GREENING THE IT





DESC
DIGITAL ENERGY SOLUTIONS CAMPAIGN

DESKTOPS & LAPTOPS





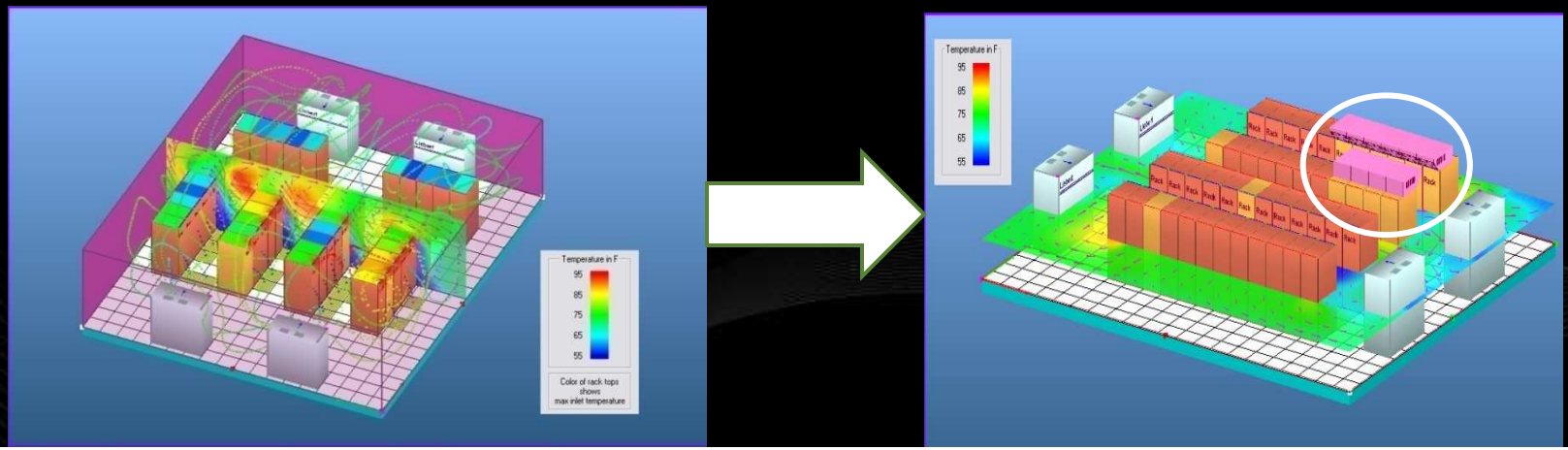


- Power Management
- Energy efficient configuration:
- chassis,
- power supplies,
- motherboards,
- thermal sensors
- Climate Savers Computing
- 80PLUS power supplies
- Online Energy Calculator
- On-demand desktop streaming

25% BETTER BY 2010

DATACENTERS
No Single Solution

- VIRTUALIZATION & UTILIZATION
- EFFICIENT COOLING
- EFFICIENT SERVERS
- DESIGN & ASSESSMENT SERVICES



POLICY PITFALLS: "DRIVING" IT EFFIENCY

- LACK OF HARMONIZATION
- COMPONENT 'EFFICIENCY' CAUSING HOLISTIC *IN*EFFICIENCY
- 'GREEN' PROCUREMENT IGNORING COST OR PERFORMANCE
- SLOWING THE 98% BENEFIT BY TRYING TO LOWER THE 2%

GOVERNMENT CAN LEAD BY EXAMPLE

EMBEDDED ENERGY:
OPERATIONS & SUPPLY CHAIN

CARBON NEUTRALITY

SUPPLY-CHAIN LEADERSHIP