

Green IT is easy with Advanced MarketPlace

Green IT listed as top strategic initiative for IT by Gartner, saves companies millions

Organizations that have chosen to “go green” are seeing savings of 78% per managed PC per year!

This new way to look at IT is no longer just a trendy phrase but resulting in a hard look by analysts and recommendations to software vendors to develop tools to help corporations in this initiative. Altiris, a Symantec company, is now giving organizations the tools to reduce the carbon footprint and reduce costs, with their Energy Saving Tool Kit. As a leader in the marketplace Altiris, a Symantec company, wanted to focus on helping ensure these tools were used so they introduced the tool kit as a **free addition to the Client Management Suite.**

Almost 60% of computers remain on overnight and 80% of users disable machine level power saving features within the first 60 days. This adds up to a huge amount of wasted energy every year. The Energy Saver Toolkit allows you to set and enforce policies and power schemes that make an instant and noticeable impact on your energy spend.

As a platinum partner, Advanced MarketPlace has the capability to deploy the Energy Saver Toolkit from Altiris optimized specifically to your environment. Whether you have regulatory compliance needs or cost cutting initiatives, the Energy Saver Toolkit is a perfect way to align IT with real business goals. Please contact one of Advanced MarketPlace’s Altiris Account Executives to help you determine the savings from Going Green today!

“Green IT makes sense for the environment and the bottom line- it is no longer just a moral imperative, but a financial one as well. Our clients realize the dramatic effect that increasing efficiency and reducing energy demands has on slashing power costs and reducing the overall carbon footprint of the enterprise. We are proud to assist companies in doing what is right both for the company and the planet.”

Matthew Peeples - President, Advanced MarketPlace



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Green IT Consulting

Green = efficiency = savings

70% CIOs are concerned about Power/Cooling (Gartner 2007)

4 Easy Steps to Green IT

1. Desktop Efficiency
 - Power down idle desktops
 - Automate power settings
2. Server Efficiency
 - Virtualization
 - Physical Server Utilization
3. Storage/Data Efficiency
 - Discover unused storage
 - Storage Tiering
 - Thin Provisioning
 - De-duplication
4. Consulting Services

Power/cooling capacity will be an issue for 50% of data centers in 2008 (Gartner 2007)

\$0.50 spent on power and cooling for each \$1.00 on hardware (IDC 2007)

Energy expenses in data centers to double in 5 years (EPA)

In 2009, 70% will have energy cost as second highest OPEX (Gartner 2007)

- **Enterprise Vault** eradicates duplicate e-mail messages and dramatically shrinks storage – and power – requirements.
- **Altiris Energy Saver Toolkit** enables administrators to aggressively manage desktop and workstation energy consumption.
- **Veritas Cluster Server** delivers high availability while improving server utilization to reduce overall power and cooling requirements.
- **Application Director** allows physical and virtual server consolidation to reduce power consumption and slow the growth of new hardware installation.
- **Storage Foundation** provides storage tiering to move non-critical data to less energy-demanding storage sites.
- **CommandCentral Storage** finds regions of wasted space and inactive data across an enterprise and enables administrators to utilize memory assets more efficiently.
- **NetBackup** reduces the space needed for storage by eliminating duplicate data in memory.
- **Symantec Consulting Services** help customers design their data centers for optimal equipment configuration, capacity, and power usage.

Business Case Drivers For Green IT Initiatives:

Customer Internal Reasons:

- Control spiraling utility costs
- Dampen down equipment sprawl
- Reduce size of emergency equipment
- Tap into rebates given by utilities
- Altruistic behavior

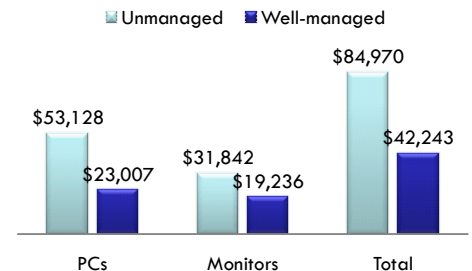
External Drivers:

- Adherence to existing legislation
- Concerns regarding forthcoming legislation
- Requiring adherence by their suppliers (E.g. Symantec as a supplier)
- Ensuring a positive corporate image

Typical Savings with enforceable power management technology – 2500 machines

- 78% savings on well managed machines
- Annual savings averages \$38,300
- 50% reduction in CO2 emissions is equal to that of 55 cars

(Microsoft, August 2007)



For more on saving money and the environment, contact us today!

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