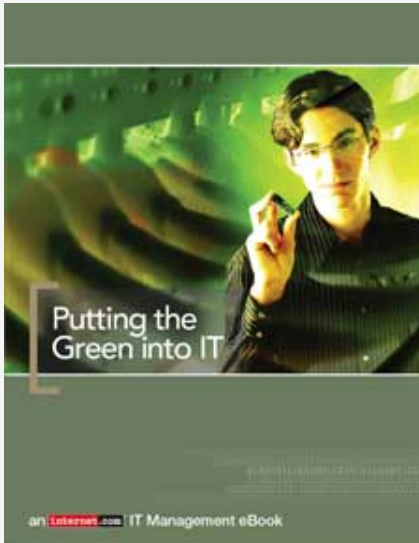


Putting the Green into IT



Let's just say for the sake of argument that your business is running at or near peak efficiency, your current business model is on or above target, and the organization is running smoothly. Even in this perfect scenario, the need to continue to push for improvements will persist and when it comes to IT, regardless of how small or insignificant a possible enhancement may seem, the effects are going to be compounded many times over.

So let's take a look at a few easy ways for us IT professionals to push for a greener, more energyefficient work place.

For most businesses there are many changes their IT department can easily make to move in a more efficient, or green, direction. Saving energy on electricity-guzzling items such as monitors, computers, office lighting, and server farms is easy and always a costeffective method of reducing that dreaded carbon signature.

The savings on the energy costs alone stack up quickly, and can be supplemented by possible incentives, environmental conservation, and a positive image. Studies show that environmentally friendly businesses also raise employee retention and productivity rates.

Office Space

Let's start with implementing an effective and easy-toestablish, company-wide policy. First, have all employees configure their monitors to turn off after 20 minutes of inactivity, configure the hard drives to turn off after 30 minutes of inactivity, and the desktop computers or laptops to go into standby or sleep mode after 70 minutes of inactivity (this gives you 10 whole minutes to get back from lunch or that hour-long meeting).

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