



Green IT Expo

9 November 2010
QEII Conference Centre, London

Bottomline Benefits from
Sustainable Computing

QUICK GUIDE / KEY



Keynote Session



Public Sector Keynote



Business Focus



Technical Focus



General Focus (Business & Technical)

SEMINAR PLANNER

9.30am-10.00am



OPENING KEYNOTE

IT's Expanding Role in the Sustainability Agenda (Session 1)

Christopher Mines, Senior Vice President, Forrester

Enterprise IT leaders have stepped up to the challenge of greener computing; Forrester's research shows steadily increasing adoption of comprehensive green IT plans as well as specific initiatives like PC power management and server virtualisation/consolidation. The next step for IT leaders is to apply their expertise and assets to the wider challenges of corporate sustainability, by asking: What can IT do to help the rest of the enterprise to improve sustainability? And how can IT effectively marshal resources, form partnerships and catalyse action across diverse groups of stakeholders?

10:30am-11:00am



Virtualisation – How VMware has Saved Customers Enough Electricity to Power Denmark (Session 2A)

Martin Niemer, Group Product Marketing Manager, VMware

Virtualisation can cut IT energy costs by over 50%. VMware customers with sustainability targets or social responsibility programs have turned to virtualisation to dramatically reduce their IT energy consumption and hence carbon footprint. This session explains how to set expectations on virtualisation's energy impacts and showcases a number of customers' experiences on how virtualisation has helped drive their green agendas.



Green and the Squeeze (Session 2B)

Chris Chant, Programme Director, Cabinet Office

Chris Chant from the Cabinet Office discusses financial climate change and the role of being Green. Chris is the Programme Director leading the UK Government's move to cloud computing and data centre consolidation across the entire public sector estate – and was a founding member of CIO Council's Green ICT Unit.



ICT and a Low Carbon World (Session 2C)

Juliet Silvester, Head of Corporate Responsibility, Fujitsu

Hear Fujitsu's unique perspective on the role ICT can play in enabling our future low carbon economy. What is happening now and what does the future hold?



Reducing PC Power Consumption with Zero Infrastructure Investment (Session 2D)

Mark McGinn, Managing Director, Sparxent's Verismic Software

PC Power Management is one of the most cost-effective ways of cutting your organisations' IT carbon emissions. Until now, embarking on a project meant investments in infrastructure and software. In this session, the MD of Verismic Software explains how cloud-based services can help you achieve this goal without the associated costs.



Manage Carbon like a Second Currency: a Five Stage Approach to your Sustainability Journey (Session 2E)

Steven Barker, Strategic Planner & Sustainability Specialist, Siemens IT Solutions & Services and Sonny Masero, VP ecoSoftware EMEA, CA Technologies

Siemens and CA Technologies will show how sustainability programmes can deliver real bottom-line benefit: using IT to accelerate decision-making, whilst allowing for different stages of organisational maturity. A structured 5-stage approach to sustainability and compliance management can supersede a fragmented, manual approach. Thus, as carbon becomes a second currency to manage at board level, you can deliver management information to a similar level of auditability, immediacy and accuracy as you demand from your financial reporting.

11:30am-12.00pm



Sustainable Infrastructures and Smart Solutions: The Green Road of the Mobile Communications Industry (Session 3A)

Saverio Romeo, Senior Industry Analyst, Frost & Sullivan

The presentation will discuss the design and structure of green strategies of mobile network operators. The current framework looks at reducing the organisational carbon footprint and at using mobile and wireless technologies to help other organisations to reduce their carbon emissions. Saverio Romeo from Frost & Sullivan illustrates these two approaches by highlighting their challenges and also their opportunities.



Government & Business: A Climate Change for Green IT? (Session 3B)

BCS Green IT Specialist Group: Bob Crooks, DEFRA & Peter Hopton, VeryPC

Bob Crooks from DEFRA provides an overview of the government's plans to increase the commercial viability of green IT within the public AND private sectors - including key learnings from recent work by the BCS Green IT Specialist Group. Fellow committee member, Peter Hopton, will then explain how to build a clear business case for adopting more sustainable technologies, highlighting the new standards and innovations that are making it easier and easier to prove the ROI of projects in this area.



The Dangers of Green ICT Compliance and Data Security (Session 3C)

Sims Recycling Solutions

This seminar will discuss the benefits that a Green ICT asset recovery strategy can bring to your organisation, before highlighting the potential dangers that can arise from data security and environmentally irresponsible "recycling". Your surplus ICT can still be an asset to an organisation, don't treat it like waste.



Finding and Measuring Waste within Server Environments (Session 3D)

Andy Hawkins, Product Manager, 1E

Are your servers providing business value? Research has found alarming numbers of servers run unused. It makes no sense to power, license and maintain these, yet many still do.

This fascinating session explores why this is, the size of the problem and how new tools can improve efficiency and reduce waste.

12.30pm-1:00pm



Effective Capacity Management – at the Heart of Green IT (Session 4A)

Andrew Smith Chief Sales & Marketing Officer & Ian Upton SVP, UK Sales & Business Development, Metron

Effective capacity management enables you to maximize the cost benefits of Green IT. It should be central to the plans of companies who are leveraging new technology, particularly in the areas of virtualisation and cloud computing. Attend this seminar to learn how you can:

- Ensure that the Green benefits of virtualisation and Cloud are not eroded
- Effectively plan capacity to create responsible business strategies across the whole organisation
- Respond to requirements by being more efficient with what you already have



The Most Sustainable ICT Contract in the Public Sector (Session 4B)

*Dave Williams, Head of Innovation & Architecture, **Environment Agency***

When the Environment Agency set out to outsource its day to day IT services, it was determined to ensure the contract would have sustainability woven into every aspect of ICT provision - service, technology and projects, with robust underpinning measurement and performance management. This special session explains how this contract brings together the three key strands of sustainability, reducing cost and meeting business need. It will demonstrate how sustainable ICT can be frugal ICT and deliver effective services, with reduced environmental impacts and costs - leading to sustainability benefits that extend beyond ICT, across a whole organisation.



The Role of Workplace in a Sustainable Business (Session 4C)

*Peter Neville, Business Strategy Director, **Interchange Group***

Given the focus on data centre and other hardware-centric efficiency initiatives, Interchange questions whether in a world of finite resources these alone are enough to create a truly sustainable business model or do organisations also need to consider the role of workplace and how its processes fit a sustainability agenda?



Moving Microsoft UK into a Sustainable World (Session 4D)

*Mary-Anne King, Head of Sustainability, **Microsoft***

A view on Microsoft UK's learnings and experiences of how to make our business, products and services reduce the impact on the environment.

1:45pm-2:15pm



Green Technology that makes Cents: Learn how to Reduce your IT Energy Consumption with Intelligent PC Power Management (Session 5A)

*Thurstan Johnson, Engineer, **Faronics***

Over a year, a typical desktop PC can consume over £60 in energy costs and 870 kilowatt hours of electricity! Faronics offers an intelligent PC power management software that does not interfere with user or IT requirements. Learn how to reduce your IT energy costs and waste with Faronics Power Save.



Environmental Trailblazers: Green IT in the Real World (Session 5B)

*Chris Bullock, **Climate Savers Computing**, Nick Napier, **Zoological Society of London** & Jon Curry, **The Eden Project***

Find out how two leading organisations, The Eden Project and the Zoological Society of London, have adopted virtualisation and other Green IT solutions to deliver quantifiable commercial and environmental benefits. Both organisations will talk candidly about the challenges and rewards of putting sustainable theory into practice, so that you can learn from their first-hand experiences.



Manage Carbon like a Second Currency: A Five Stage Approach to your Sustainability Journey (Session 5C)

*Steven Barker, Strategic Planner & Sustainability Specialist, **Siemens IT Solutions & Services** and Sonny Masero, VP **ecoSoftware EMEA, CA Technologies***

Siemens and CA Technologies will show how sustainability programmes can deliver real bottom-line benefit: using IT to accelerate decision-making, whilst allowing for different stages of organisational maturity. A structured 5-stage approach to sustainability and compliance management can supersede a fragmented, manual approach. Thus, as carbon becomes a second currency to manage at board level, you can deliver management information to a similar level of auditability, immediacy and accuracy as you demand from your financial reporting.



Latest Display Technology with Maximum Image Quality and Minimum Environmental Impact (Session 5D)

*Susanna Frey Garpås, **TCO Development** & Christopher Parker, **NEC Display Solutions***

NEC Display technology and the benefits of TCO certification. TCO Certified, the third party certification that helps selecting environmentally friendly & high performing products, aligns well with the NEC's Green Vision philosophy with tough requirements that the product should offer both high performance & minimal impact on the environment.

2:45pm-3:15pm



Drastically Optimise Energy Efficiency in your Datacenter while Increasing Uptime

(Session 6A)

Marco DeMiroz, CEO, Racktivity

The Racktivity's Rack Controller will improve your uptime and help you save money. It measures and analyzes energy consumption with extreme accuracy so that you can increase uptime and reliability while reducing energy consumption on both supply and load side of the power.



Measuring Sustainability: The Critical Role and Challenges for IT

(Session 6B)

Warren Wilson, Senior Analyst, Ovum

Traditional "green IT" is important, but it's slowly dawning on enterprises and vendors that IT has a crucial role to play in supporting sustainable practices across the whole organisation. In particular, enterprise applications are critical to the measurement, analysis and control of energy use, hazardous materials, CO2 emissions and other environmental impacts. Used wisely, IT can enable sustainability measures that make organisations more efficient and more profitable as well as greener, but here's the rub: in most enterprises, no one is stepping up to the challenge.



30 Day Power Management (Session 6C)

Barry Kew, Senior Consultant, LANDesk Software

Going green while saving money continues to be a priority. LANDesk Power Manager can be deployed safely in less than 30 days, delivering rapid and reportable ROI. Learn how to make power management initiatives as painless as possible, and discover the economy of scale. Join us and collect your free solar charger.



The Future of Fax – Reduce costs by going Green (Session 6D)

Mike Spacone, Regional Account Manager, Open Text and ProcessFlows

Build a greener, more cost effective fax infrastructure by reducing hardware, paper usage and operating costs. Join us and discover how Fax over IP and virtualisation can make a big difference in your organisation and to your carbon footprint.

3:45pm-4:15pm



Engaging with Green IT (Session 7A)

Kate Edwin-Scott, Director of Marketing, BCS The Chartered Institute for IT

Where is the IT profession with respect to Green IT? Are we embracing the full potential and could we gain more benefit for the profession, our organisations and the planet?

BCS explore the main reasons that individuals engage with Green IT and discover how successful we are with our collective engagement with Green IT.



The International Perspective: Green IT & the Sustainable Cities Agenda (Session 7B)

Lady Catalina McGregor, United Nations Agency ITUT Liaison Officer OECD & EC and Founder of the Green ICT Unit within HM Government's CIO Council

Influential thought-leader, Lady Catalina McGregor, highlights Green IT's profile on the international stage, in light of last year's Copenhagen summit and growing hopes for a breakthrough in Mexico. Catalina will explain the significant role of technology within the UN's work around Sustainable Cities, using international best practice from major players in other countries to examine how the UK is stacking up against other countries.

This information-packed session will also explore what you should be doing outside the classic Green ICT Workbook to prepare for future developments and cross-border directives such as the EU Code of Conduct for Data Centres (reducing energy consumption of data centres from across Europe by 20% in a cost effective manner without affecting vital business functions).



Sustaining your Green IT Strategy (Session 7C)

Ian Brooks, Sustainability Leader, IBM

Whether you already have a Green IT strategy or are wondering about developing one, what should you do to ensure it makes a real difference to your business and your IT department? How can it become a day to day consideration for your architects, analysts, approvals processes and infrastructure choices? And how can you articulate the benefits?



How Video Conferencing Can Help You Compete in a Globalised & Competitive Market (Session 7D)

Chris Wade, Executive Chairman, VC-net

The latest high definition video conferencing solutions, available at the desktop, will lead to a real explosion in demand from businesses looking to compete in a globalised and competitive market. VC-net will share examples of how leading brands across numerous industry sectors are taking advantage of the latest technology.

4.30pm – 5.15pm



CLOSING KEYNOTE / PANEL (Session 8)

Ministerial Address:

Lord Henley, Parliamentary Under-Secretary of State, DEFRA

(HM Government's Department for the Environment, Food and Rural Affairs)

Followed by

Closing Panel Discussion: Where to from here?

*Chaired by **Climate Savers Computing**, with contributions from **Carbon Smart, Ovum, United Nations**, end-user organisations (TBC) and the audience.*

An expert panel of speakers and industry thought-leaders offer different perspectives on the key issues raised during the day - answering questions from the audience and providing practical advice on the next steps towards maximising the green potential of IT.