





## ENERGY EFFICIENCY IS SERIOUS BUSINESS

“Going green” isn’t just a catchphrase or a public relations campaign—it’s now a business imperative. The pressure on organizations to improve energy efficiency and reduce greenhouse gas emissions is very real. Governments demand compliance with regulatory mandates. Stakeholders and consumers expect accountability for business practices. Businesses must balance increasing energy needs with uncertain energy availability and competition for resources.

Then there’s the biggest driver of all—the bottom line. As energy costs escalate and organizations face increased workload demands and operational expenses, they can’t afford not to embrace energy-efficiency improvements. Green business practices are smart business practices—helping reduce costs and enabling you to achieve better business outcomes.

- ✦ *Eighty-two percent of executives expect some form of climate change regulation within five years.<sup>1</sup>*
- ✦ *CEO concern about environmental issues has doubled over the past four years globally.<sup>2</sup>*
- ✦ *Twenty percent of total energy usage in the European Union will come from renewable sources by the year 2020.<sup>3</sup>*



## Not all energy-efficiency improvements happen in the data center

When companies look to improve energy efficiency, they often look first to the data center. But while reducing physical space, power consumption and cooling costs in the data center does make a difference, consider this: IT usage accounts for only a small amount of global carbon dioxide (CO<sub>2</sub>) emissions. Where IT makes as much, or more, of an impact is in helping businesses control the large amount of carbon emissions that occur outside the data center—in travel, in power consumption, in resource waste and in other areas. IT can enable efficiency and energy savings in many ways. Reducing travel. Enhancing visibility into energy consumption. Reducing paper and optimizing business processes. Extending the life of existing assets.

IBM Lotus® software can help. From collaboration to optimized business processes to data compression, IBM Lotus software solutions help you get down to the business of working smarter.

## Help conserve energy, protect the environment and boost business performance

IBM Lotus software gives people the tools they need to work more efficiently, which can help increase productivity and cut down on wasted time and resources—helping to improve your organization's energy footprint and bottom line.

The Lotus portfolio of software provides energy-efficient technology that can break down geographical boundaries and help people collaborate and communicate better—from virtually any location or work situation. Spanning distances without the need for physical travel enables people to make a bigger business impact while minimizing their impact on the environment.

IBM Lotus software also helps people redefine their work patterns and behavior to streamline business processes and minimize your organization's IT and data footprint. And a platform based on open standards means that you can leverage your existing investments, integrating Lotus functionality with the software tools you already use every day.



## Where IBM Lotus and WebSphere Portal software can help you be more energy efficient

IBM takes a holistic view of going green with a comprehensive range of software solutions that can deliver significant impact. Focusing on these three areas with IBM Lotus and IBM WebSphere® Portal software can help your business align goals and behaviors with new corporate responsibilities.

- ❖ **People**—Help reduce travel, real-estate and operational costs.
- ❖ **Business operations**—Help automate and streamline processes to increase efficiency and reduce costs.
- ❖ **Information and the IT department**—Help lower energy costs in the data center.



### How can IBM Lotus software help people go green?

People leave environmental footprints directly and indirectly in a variety of ways, from the impact of their daily commute to and from the office to the physical real estate they occupy and the energy it takes to sustain that space. IBM Lotus software can help you reduce that footprint by optimizing human capital resources and helping them collaborate beyond organizational boundaries while reducing travel and real-estate costs. It also helps you optimize your infrastructure by consolidating data on fewer servers and reducing power requirements.

#### *Supports an adaptable, mobile workforce*

IBM Lotus communication and collaboration tools are designed to let people work from virtually anywhere, whether in the office, at home or on the road, helping to reduce the environmental and economic impact of travel and commuting. Lotus and WebSphere Portal software provide energy-efficient technology that helps people conserve resources, reduce expenses and innovate for growth, enabling them to increase business impact while lowering environmental impact.

IBM Lotus Notes® software provides rich, integrated e-mail and calendaring that helps enable employees to work from home to reduce commuting time and energy consumption. Work how you want with support for a variety of desktop operating platforms (including Microsoft® Windows®, Linux® and Apple Mac operating systems) and popular mobile platforms (including Apple iPhone, Microsoft Windows Mobile and Nokia S60 devices). Lotus Notes software helps users locate and share content across geographically disbursed teams in realtime. It integrates business data, the Internet and company expertise through an integrated, intelligent e-mail environment that helps users organize and prioritize tasks and streamline work.

#### *Helps reduce the number of physical meetings, conferences and events*

Face-to-face meetings can result in high travel, utilities and infrastructure costs. IBM Lotus software helps people conduct productive virtual meetings with effective business results at a much lower cost.

IBM Lotus Sametime® software gives people enterprise instant messaging capabilities with enhancements such as Voice over Internet Protocol (VoIP), presence awareness, group chat, broadcast chat tools and polling, and security-rich Web conferencing capabilities. Communicate online, in realtime, with one or several people using instant messaging. Then launch a Web conference to share a document, application or your entire desktop. And integrate these capabilities into your IT and telephony assets for a comprehensive unified communications and collaboration solution, reducing waste by leveraging your existing investments.



IBM Lotus Sametime Unyte® software is a full-featured, security-rich online meeting service that gives businesses rich Web conferencing capabilities, including the ability to share and modify screens in realtime. Have the kind of face-to-face discussions you need to get business done, while reducing or potentially eliminating the environmental footprint and expense of travel.

*Promotes cross-functional collaboration and knowledge sharing*

Talent and expertise in organizations can be spread across the globe. IBM Lotus software helps connect people with that valuable intelligence to better innovate and make faster, smarter decisions.

IBM Lotus Connections social software helps people find and share knowledge within a business community using expert profiles and blogs, and helps users manage activities and bookmark the information that's useful to them. By leveraging experts and communities to collaborate on projects, and fostering file and information sharing, Lotus Connections software helps organizations reduce travel costs and CO<sub>2</sub> emissions.

 **The Hillman Group saves money on training and travel**

*Traditionally, the remote sales and service staff of The Hillman Group, a wholesale hardware distribution company, meets at one location for several days of training—an expensive, logistically difficult endeavor. The company decided instead to hold the annual training event entirely via IBM Lotus Sametime Web conferencing software, saving more than US\$70,000 on travel and hotel costs. Plus, Lotus Sametime Web conferencing and instant messaging software are also helping employees share information and make faster decisions in their daily work.*

*“Workers in different offices can collaborate in realtime with instant messaging or launch a Web conference to start sharing documents. Not only is it saving us time, but since we are all working from the same documents, we can make more accurate decisions as well.”*

*—Pete Hebauf, senior manager of application services,  
The Hillman Group*



**IBM saves millions by enabling remote work**

At IBM, 42 percent of our workforce does not regularly come into an office, saving the company more than US\$100 million in real-estate costs. IBM Lotus software enables our employees to communicate and collaborate effectively with clients, IBM Business Partners and one another from virtually any location, saving additional travel and commuting costs.



## How can IBM Lotus software help streamline business processes?

A lot of your company's time, money and energy savings are the result of how you do things—and what you don't do. Web portals can help your business improve workflow and productivity—translating to a more efficient work environment that consumes less energy. IBM® accelerators for WebSphere Portal software, featuring IBM Lotus software, snap on to your existing WebSphere Portal software to address specific business needs, from business process automation to dashboard visibility to employee and customer self-service. And IBM Lotus Forms software helps automate business processes, not only reducing the costs and risks associated with paper records, but also reducing the environmental impact of paper-based processes.

## Three ways Lotus Forms and IBM accelerators for WebSphere Portal software can improve business operations

Take these accelerators out of the box and snap them onto your Web portal to help boost productivity and help you achieve better business results.

### *Support better business visibility*

IBM® Dashboard Accelerator helps you monitor, measure and manage energy use and other key metrics inside the data center and across the business—all from dashboards embedded into your Web portal. Having this realtime information at your fingertips helps you make faster, smarter decisions to improve business outcomes.

### *Help streamline workflow, and reduce paper waste and errors*

IBM Lotus Forms software, whether on its own or as part of IBM® Business Process Accelerator, can help you create Web-based electronic forms that automate business processes, save paper and postage, and reduce work created by manual input errors.

IBM Content Accelerator, featuring IBM Lotus Web Content Management software, helps end users create and manage Web content, helping ensure that Web information is up-to-date and accurate.

### *Help further reduce travel and training costs*

IBM® Learning Accelerator helps organizations save money on training and travel, and enables users to complete training at their own pace, working around critical day-to-day activities.

IBM® Collaboration Accelerator, featuring IBM Lotus Sametime, IBM Lotus Quickr™ and IBM Lotus Connections software, turns the Web portal into an interactive collaboration platform, providing people with more effective and cost-efficient ways of working together.

## The United States Army streamlines forms-based processes

In an effort to automate its many forms-based processes, the U.S. Army implemented an electronic forms, content management and digital signature solution with the help of IBM Lotus Forms software and IBM® Content Accelerator. The new system is expected to save the Army more than US\$1.3 million per year. The completed solution, possibly one of the world's largest electronic forms implementations, has the capability to eliminate all of the paper-intensive processes in the Army.



## Help keep your information and IT infrastructure green, too

IBM Lotus software helps people work smarter, but it also helps IT run smarter. IBM Lotus Domino® software provides a messaging and collaboration infrastructure that helps reduce an organization's space, hardware and energy consumption by supporting more users and more data on fewer servers. IBM Lotus Quickr software helps bridge enterprise content management (ECM) and team collaboration software to centralize document access electronically and reduce e-mail attachments, paper consumption and physical document storage. And Lotus software supports larger servers and virtual portals, helping organizations to consolidate the number of servers they own and operate in the data center.

## Lotus software is ready to help you “go green”

Gain energy-efficient collaboration technology that can help your people work in ways that increase business impact while lowering environmental impact. Lotus software has a proven track record of continuous improvement in performance, as well as forward and backward compatibility with other versions. Our constant innovation and leadership in collaboration has helped people make faster and more effective decisions in an increasingly global and complicated business world.

Built on an open-standards-based architecture, Lotus software knits aspects of collaboration together so they can operate seamlessly—adapting to the way people work every day. And along the way, we've made incremental improvements to our software's energy footprint.

 *With the new Lotus software-based HR portal, “there have been significant cost savings associated with removing 20,000 pieces of paper. This has also translated to less work for the HR team.”*

—Wayne Beel, general manager of human resources and business improvement, Cement Australia

## Supported by IBM Software Services for Lotus

Get the most out of your software investment with the help of a worldwide network of highly skilled services professionals with deep product knowledge and field-tested experience. Let IBM Software Services for Lotus and select IBM Business Partners help you evaluate, design and deploy software solutions that meet your organization's unique business and technical requirements. Whether you need help with large-scale projects or short-term assignments, there are a variety of technical consulting, training and premium support services available to help you accelerate your success with IBM technology. For more information on IBM Software Services for Lotus, go to:

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And for more information on IBM Business Partner solutions, go to:

[ibm.com/software/brandcatalog/portal](http://ibm.com/software/brandcatalog/portal)

## For more information

To learn more about IBM Lotus software solutions and how they can help you achieve energy efficiency, contact your IBM representative or IBM Business Partner, or visit:

[ibm.com/software/green](http://ibm.com/software/green)

[ibm.com/software/lotus](http://ibm.com/software/lotus)



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<sup>1,2</sup> IBM, *Global CEO Study: The Enterprise of the Future*, May 2008.

<sup>3</sup> "DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the promotion of the use of energy from renewable sources," *Commission of the European Communities*, January 23, 2008, [http://ec.europa.eu/energy/climate\\_actions/doc/2008\\_res\\_directive\\_en.pdf](http://ec.europa.eu/energy/climate_actions/doc/2008_res_directive_en.pdf).

