

IBM IT Transformation and Optimization Consulting Services – IT carbon strategy study

Highlights

- **Formulates your proactive response for increased environmental stewardship**
- **Helps you develop achievable IT carbon reduction goals**
- **Establishes momentum, through IT energy efficiency, that can support the goals of your organization's overall environmental strategy**

Developing an IT strategy to reduce environmental impact

Businesses today face increased global, regional and local pressures to reduce carbon emissions. Your IT department, with its substantial carbon footprint, is especially under increased scrutiny. You're confronting evolving regulations, rising energy costs and pressure from stakeholders concerned about the environmental and economic consequences of climate change. However, no clear roadmap outlines next steps and longer term strategies. For example:

- *How do you optimize to get more IT capacity for less carbon?*
- *How do you address immediate capacity and power issues?*
- *How do you reduce and minimize carbon in each area of IT?*

IBM IT Transformation and Optimization Consulting Services – IT carbon strategy study uses consultative techniques and workshops to help you understand

the current state of your IT energy consumption and the areas that are of concern. The result is an informed report to help you formulate strategic intentions, priorities and actionable plans to address your IT energy efficiency and carbon management challenges.

Adapting your IT strategies to the new environmental landscape

The IT carbon strategy study aids IT in formulating its strategic intentions regarding environmental impact while focusing on gaining the more immediate energy efficiency benefits across both the data center and distributed IT. This helps businesses address the issues of both increased energy demand and limited supplies that are driving up costs. Your customers also now have an enhanced environmental awareness that can influence where they spend their money.

Doing business in this new marketplace means you must control your carbon footprint, but the logistics can be overwhelming. The IT carbon strategy study can help you navigate these complex issues and develop your first steps in reducing your IT carbon emissions.

Tackling the carbon management challenge with practical next steps

The IT carbon strategy study combines your in-depth knowledge of your IT environment with our proven consultative methodology, including:

- *Establishment of IT guiding principles, which outline how your IT organization will respond to environmental challenges*
- *Analysis of your IT environmental maturity versus IBM's reference maturity model*
- *Collaborative planning workshop culminating in actionable recommendations*

At the conclusion of the study, the IBM team will present you with an action plan, which includes quick-win projects. These projects could involve realizing energy efficiencies through server optimization, desktop virtualization, consolidating your IT infrastructure or making specific facility upgrades.

As you implement these recommendations, you can better align with corporate environmental directives as well as possibly reduce your energy costs. And, you'll provide support for your organization's reputation as an environmentally responsible brand.

Progressing toward an integrated energy efficiency plan for your organization

The IT carbon strategy study is part of a broader model, the IBM Carbon Management Model, which delivers a comprehensive view of environmental challenges across areas such as property, information, people, supply chain, customers and products. The model provides an integrated strategy—in effect, environmental governance.

The management of environmental impact is a journey, and the successful implementation of your action plan can raise awareness beyond your IT department. By doing so, you can help create momentum toward improved environmental performance across your organization.

Why IBM?

IBM has shown leadership in addressing environmental challenges both internally and for numerous clients. The IT carbon strategy study applies globally deliverable, mature engagement techniques with a proven track record of success.

For more information

To learn more about IBM IT Transformation and Optimization Consulting Services – IT carbon strategy study, contact your IBM representative, or visit: ibm.com/services/itsaconsulting



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