

# IBM IT Economics Carbon Footprint Assessment



## Is your organization on a path to reduce greenhouse gas emissions?

Companies around the world are seeking to limit their greenhouse gas emissions. In some countries compliance with environmental directives is required to avoid financial penalties. For others, contribution to global sustainability is viewed as a competitive advantage for their business. Their clients prefer to do business with organizations that take action to minimize their greenhouse gas emissions.

## Carbon footprint cost of computing

Reducing your organization's IT carbon footprint saves money. Most data center facilities consume up to 10 to 50 times the energy per floor space of a typical commercial office building<sup>1</sup>, so for many businesses an energy efficient IT solution is an essential step towards achieving carbon footprint reduction.

IBM offers a no-charge technical and financial assessment of your IT environment to improve energy efficiency, reduce data center overhead and simplify operations.

## Carbon Footprint Assessment

A no-charge carbon footprint assessment helps you

- Determine current footprint of your IT infrastructure (servers, floor space, data center consumption) and identify areas for power usage effectiveness (PUE) improvements, for example, software that enables high utilization of system resources and that enables use of virtualization to utilize targeted resources only when necessary
- Examine potential for workload consolidation to utilize fewer, more energy efficient physical servers
  - Reduces amount of underutilized resources
  - Simplifies administration overhead
  - Decreases other IT costs such as software, maintenance, server lifecycle management
- Compares energy usage and data center costs for centralized versus distributed server topologies

## Get started

Send a request to the IBM IT Economics team at [IT.Economics@us.ibm.com](mailto:IT.Economics@us.ibm.com) or ask your IBM Client Representative or IBM Business Partner.

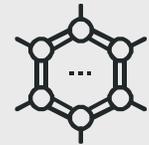
Visit: [ibm.com/iteconomics](http://ibm.com/iteconomics)

<sup>1</sup> U.S. Department of Energy, <https://www.energy.gov/eere/buildings/data-centers-and-servers>

## Reduce your organization's IT carbon footprint



Examine actual energy costs versus planned consumption



Reduce amount of underutilized resources



Define roadmap to achieve a more efficient data center and power usage effectiveness



Achieve infrastructure savings and lower IT spend

## Assessment Outcomes

An IT Economics consultant will come on-site for a workshop to learn about your IT infrastructure, capture objectives for the assessment, gather information about your IT environment, and share best practices for energy efficiencies.

Your consultant will develop a business case with the following:

- Detailed analysis based on your customized scenario
- Quantified business values pertaining to environmental objectives for your company
- Recommendations to reduce your organization's IT carbon footprint
- TCO and ROI for a more energy efficient solution

## Difference Achieved

Learn about [the impact and savings other companies have achieved](#) by reducing their IT carbon footprint.



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