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World Environment Day: Solution Providers 'Practice and Preach' Green IT

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World Environment Day (5th June) and Green IT go hand in glove. Green IT has proliferated across storage, servers, networking and newer technologies are further accelerating the organizations to go greener' in terms of more efficiency, less power consumption and lesser carbon footprint.



The channel partner community as the propellants of Green IT act as a bridge between vendors and enterprise customers. Besides offering 'Greener' solutions to their enterprise customers, do solution providers themselves practice 'Green IT' in their company?

"Many clients inquire about what we have done in the aspect of Green computing. The prime part is that you're saving a lot of energy which is good for the environment as well for your company's social status," points out Verdes, MD at Frontier Business Systems. One of the company's key initiatives includes the installation of sensors which switches lights on and off across the office depending on the number of people in the room, which eventually saves a lot of energy.

"Internally, we have worked on bringing down our power consumption. Most of our servers are on blade and we have been using Thin Client Desktops," says Girish Madhavan, Director – Technical, Quadrel Systems.

Greener Initiatives

According to Gartner, India's spending on green IT and sustainability initiatives will double from \$35 billion in 2010 to \$70 billion by 2015. "India's ICT industry will be an early adopter of green IT and sustainability solutions as India is one of the fastest-growing markets in terms of IT hardware and communications infrastructure consumption," says Ganesh Ramamoorthy, research director at Gartner.



"Green IT is profitable. If I can show true value to a customer, the bottom lines augment due to increase of service component. That itself is profitability for us."

—Jiten Mehta, Director, Magnamious Systems

K.V.Jagannath, CMD, Choice Solutions points out on their investment to the tune of 10 to 15 crores rupees in the solar energy business in India. "As an organization we have a dedicated focus in Green IT .We have hired people from country's top institutions who will advice on energy management within the organization and also for our solutions to customers," he says.

We have decided internally not to have too many print outs and save paper, adds Jiten Mehta, Director, Magnamious Systems.

Frontier Business Systems have a Leed Gold certification for their corporate office (Green Building) in Bengaluru from the US Green building council. "This has accentuated our image for Green Computing which we have since had tremendous success with. We also have a Green Data Centre in place," says Verdes.

OPINION

Data Breaches: Tracing the Source

Anand Naik, Managing Director— Sales, India and SAARC, Symantec



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Opportunities & Challenges

Magnamious Systems states the importance of virtualization as cost affective strategy. "We started moving towards thin client to reduce our power costs and have adopted Desktop virtualization for our corporate clients for the same cause of saving energy,"says Mehta. He cites one of their implementations for KEC International wherein the SI got an inclusion of 1500 thin clients through desktop virtualization for the client and in turn reduced the power usage of the organization.

Frontier systems has ventured into virtualization since a long time and thus have reaped benefits in the form of low consumption of electrical energy. Verdes points out, "With virtualization, there is a reduction in the number of servers required in a datacenter and in turn there is reduction in the flow space of the server room and we end up consuming so much less energy."



"CFO's should be targeted with an awareness campaign about the fact that its just not about bottom-lines all the time but also about green energy usage"
—Ravi Verdes, Managing Director, Frontier Business Systems

A major roadblock for Green IT is the cost factor due to huge initial upfront investments to be made with the regard to saving energy. "The technology itself is a challenge. The consistency of the technology has to stabilize. More investment on R & D needs to take place and moreover, customer should do the sizing of their business effectively to earn better profits," says Jagannath from Choice Solutions.

More awareness has to be created among the end customers about the efficacy of such energy saving methods. A lot more convincing and series of discussions are required as per the client requirement so that they invest more energy efficient solutions.

"CFO's should be targeted with an awareness campaign about the fact that its just not about bottom-lines all the time but also about green energy usage," says Verdes from Frontier Business Systems.

A Profitable Business?

In channel space, where profitability and volume business is the name of the game, Green IT can be profitable in the longer run. Madhavan from Quadrel Systems says, "It is profitable because you are bringing down the recurring costs drastically. So the customer also feels nice about such savings."

"Green IT is profitable. If I can show true value to a customer, the bottom lines augment due to increase of service component. That itself is profitability for us," says Mehta from Magnamious Systems.

Green IT though a bit slow now might eventually emanate as a top priority for investors and businesses across various industries in India.

"Green IT would need initial high investments and in turn better ROI at the end of two or three years. But one needs to escalate the upfront investments to reap profit in the future," says K.V. Jagannath.

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