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**HOW TO LEVERAGE AN ITSM FRAMEWORK TO ACHIEVE GREEN IT GOALS**

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**Q Paperless has been a topic for a long time...why is it taking so long to adopt?**

A: It's not easy to get rid of paper, because it relates to a business process. A lot needs to be looked into in that process and figure out how to work slightly different. Work with vendors and suppliers to get electronic bills instead of paper bills.

**Q: What does the CO 2 footprint reduction mean to me?**

A: CO2 is a more intangible thing. A lot of day to day things do not cause direct carbon dioxide output however Items you purchase or operate create CO2 as a byproduct; cars, electricity, plants, both at work and in our homes. These all contribute and impact your carbon footprint, which contributes to global warming and health issues. [www.energyStar.gov](http://www.energyStar.gov) has ideas for areas to look at around your environment to be more Green. Replacing light bulbs that are more green-friendly and researching green-friendly options.

With the future holding some version of a cap and trade approach used to control pollution by providing economic incentives for achieving reductions in the emissions of pollutants it puts new focus on CO2 footprint. Businesses that are able to reduce their CO2 footprint under their allowance will most likely see that "Carbon Credit" they have achieved now has real, monetary, value. This is another great way that IT can contribute to the business, by creating tangible carbon credits by lowering the IT CO2 footprint.

**Q: What is a recommended or acceptable green temp for a typical small business data center in today's world?**

A: The number one problem is that there are pockets of heat that you might cause you to drop the temperature of the entire data center down to lower the temperature of that one hot-spot. You might look into better air flow, placement of racks, and positioning of equipment within the racks. You may need to move servers around that run particularly hot and place apart from other hot-running servers. As a rule of thumb, if you are comfortable with the temperature the computers are usually fine.

**Q: Is there any kind of lig or user group for it?**

A: Not at this time. There are some local groups, but not a formal group out there yet. There are some good tracks or conferences. In the realm of Green IT there are several industry leading websites out there that have Green IT sections that are actively keeping up with content changes. A few that we have found to have good Green IT sections are: [ITManagement.com](http://ITManagement.com), [CIOZone.com](http://CIOZone.com), [ComputerWorld.com](http://ComputerWorld.com), [NetworkWorld.com](http://NetworkWorld.com) and [InfoWorld.com](http://InfoWorld.com). If you're looking for more information of Green Data Centers, [DataCenterKnowledge.com](http://DataCenterKnowledge.com) has a Green Data Center section in it.

**Q: How prevalent is Green IT across companies and what rate of growth?**

A: No specific numbers, but from observations there has been a lot of talk within the last year. Usually being green is driven in other parts of the company either with the establishment of Corporate Sustainability Office or other green initiatives. Less frequently do I see an IT department driving the movement. There have been a lot of tactical actions performed in IT departments, usually buying more energy efficient equipment, but it is rare that I see a formal Green IT plan.

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**Q: Can you give an example of how Green IT can be incorporated in Incident and Change Management?**

A: You cannot react to an abnormal spike in electricity immediately, but you can watch and figure out and react to average usage. Take into account the equipment used and its quality. Put together a check list to determine what areas to examine and the action to be taken, if any.

**Q: What is the best way to bring this to your management team?**

A: It could be management from a different direction. It's a good idea to manage certain areas where you can measure the efficiency gains. Put together a more formalized plan with some very clear financial rewards. Talk about new facilities and their requirements. You might have to share budgets, but you can talk about what the return would be for the corporation as a whole. There are also e-waste laws by state that may influence management. [http://www.e-takeback.org/docs%20open/Toolkit\\_Legislators/state%20legislation/state\\_leg\\_main.htm](http://www.e-takeback.org/docs%20open/Toolkit_Legislators/state%20legislation/state_leg_main.htm)

**Q: Change is difficult for the IT partners to embrace- regardless of the pre-work and value statements. Do you have a best known method to get groups to accept the changes driven by IT?**

A: Driving better efficiency can affect the gain but not the service. Measure it, improve it and show the improvements for the positive investment.

**Q: Does cloud computing help increase Green IT?**

A: Yes, Cloud computing usually does help increase Green IT as long as those that you outsource to are following Green principles. However, it is in their best interest to operate as efficiently as possible, and can usually achieve better efficiencies that you can alone. You see a lot more people pushing data centers out into the cloud these days.

**Q: Looking at server consolidation, is VMware a green Solution?**

A: Yes – any sort of virtualization can be a significant savings for computing in general. Servers are set up for individual applications. VMware is a great approach to solving some problems. VMware and ITSM go well together.

**Q: Does your firm conduct green it assessments?**

A: Yes, it is one of our core services. We take a look at where you are in Green IT maturity and processes and provide you with an efficiency rating. OwlPoint also delivers Data Center Energy Assessments in which we can evaluate your Data Center Energy Efficiency, provide industry standard measurements (PUE, DCiE, or EPA DC Pro reports) and provide your with a strategy and best practices to increase the energy efficiency in your Data Center.

**Q: Is there a general checklist we could use to help us drive the Green initiative?**

A: Not at this time, but I will create one. Keep a lookout at [www.owlpoint.com](http://www.owlpoint.com) for some resources in the future.

**Q: Doesn't recycling old inefficient equipment to other users diminish the overall effect of what you just did? If you give CRT's to someone else to use, there is not overall savings. Savings only come when old equipment is taken out of service, true?**

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A: Things like CRT's need to be recycled properly and appropriately. Provide or donate it to people who do not have equipment. Old equipment would probably be best just to be recycled. It is a challenge to determine what is the best choice. Look at [www.epeat.net](http://www.epeat.net) for information on evaluating desktop computers, notebooks and monitors. This will give you information on new equipment that will help you to evaluate the older equipment.

**Q: Careers in green it?**

A: Consulting in Green IT. In larger IT Organizations you'll get people who are more focused on energy efficiency. You could find yourself in a Service Manager role that would allow for more flexibility.

**Q: Are there publications / websites that could help us determine the efficiency of a piece of equipment (post to the reissuing question)**

A: [www.energyStar.com](http://www.energyStar.com) and [www.e-peat.net](http://www.e-peat.net) have some ratings you can look at per devices.

**Q: Why do I not see recycled paper being required in most organizations? Is the quality of the paper not acceptable or is the price the problem?**

A: I don't know that people pay enough attention. Some paper is not high enough quality for things like laser printers but probably it is a procurement issue. Paper is a significant energy consumer. It is probably one of the most energy gluttonous items out there. Efficiency gains can be made here with recycled paper, setting defaults to print double-sided and moving printers further away.