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ContactMike Hogan
Fahlgren Mortine
614.383.1617
mike.hogan@fahlgren.com

REDEMTECH'S SUSTAINABLE COMPUTING ASSESSMENT HELPS COMPANIES EVALUATE, IMPROVE GREEN IT STRATEGIES

**— As Companies Look to Green IT as Cost-Cutting Strategy in Economic Downturn,
Free Online Tool Enables IT Executives to Measure Programs Against Best Practices
for Saving Money, Protecting Environment —**

Columbus, Ohio—Redemtech (www.redemtech.com), a leading provider of Technology Change Management (TCM) and IT Asset Disposition (ITAD) services, today announced the launch of a free online tool to help companies measure how their Green IT policies stack up to best practices for saving money while reducing environmental impact. With industry experts predicting that Green IT will grow as a cost-cutting strategy in the current economy, Redemtech's [Sustainable Computing Assessment](#) provides an essential tool for helping companies assess the effectiveness of current strategies and identify areas for improvements.

Mainstream Green IT typically focuses on reducing energy consumption in data centers and on desktops by replacing systems with new, more energy-efficient computers. However, a recent IDC white paper, [Beyond Power: IT's Roadmap to Sustainable Computing](#), found that these strategies can backfire and *increase* both environmental impact and IT costs. The white paper recommends a comprehensive approach that includes extending equipment lifecycles through redeployment, remarketing or charitable donation, ensuring responsible recycling, and more.

"While reducing data center energy consumption has been the low-hanging fruit in the pursuit of corporate environmentalism, this goal needs to be accomplished within the context of a more comprehensive approach to Green IT," said David Daoud, a research manager with IDC and author of *Beyond Power*. "We believe the opportunities to reduce costs and environmental footprint through Sustainable Computing practices will ultimately dwarf those available through a program focused only on energy consumption. This is the next phase in the evolution of Green IT."

Consistent with the *Beyond Power* approach, Redemtech's Sustainable Computing Assessment enables companies to measure their Green IT strategies against best practices such as extending equipment lifecycles, refurbishing and upgrading surplus technology and managing responsible recycling.

"Given the high stakes in the current economy, it's critical for IT executives to challenge conventional wisdom in looking at mainstream Green IT," said Robert Houghton, Redemtech president. "Our Sustainable Computing Assessment is an essential tool that provides IT leaders with a fast, free, easy way to identify practical ways to improve and make sure strategies are delivering desired results."

Sponsored by *GreenerComputing*, the survey can be completed in about 15 minutes. Participants receive scores in key areas such as productivity, reuse, accountability, energy and environmental responsibility, and more. For companies seeking a more in-depth evaluation, Redemtech also offers an Advisory Practice

that works with individual companies to develop a detailed assessment and consult on implementing best practices.

Industry Experts Predict Recession to Fuel Growth of Green IT

The economic meltdown is accelerating the Green IT trend, according to a variety of industry experts. For instance, based on a recent survey of 600 companies, Preston Gralla of *GreenerComputing* estimates that at least 75 percent of companies surveyed will be implementing a Green IT project in 2009, driven primarily by potential cost savings.

“With 2009 expected to be a breakout year for Green IT, Redemtech’s assessment may help companies ensure strategies are well targeted,” said Gralla. “The assessment reflects the idea that there are ideas for Green IT that go beyond the data center, such as extending the life of existing equipment, re-use of assets through redeployment of existing hardware, and taking a zero-impact approach to recycling equipment.”

The Need to Reassess Green IT Strategies

While Green IT is expected to grow, mainstream strategies focused narrowly on energy efficiency may be counter-productive.

For instance, acquiring new systems requires substantial capital expense compared with extending lifecycles of existing systems. For every \$1,000 in original cost, moving from a three-year to a four-year lifecycle generates savings of approximately \$325. When lifecycles are extended to 4.5 years, the savings increase to nearly \$500; at five years savings go to \$650.

According to Gartner, more than 75 percent of PCs replaced are four or fewer years old, yet only 42 percent are re-used. A recent Gartner report also notes that replacing assets to reduce energy consumption could result in a net increase in the energy consumed if manufacture, transport and disposal are included.

Extending lifecycles rather than acquiring new equipment can generate a substantial impact on a company’s bottom line. For instance, [a Redemtech customer](#) generated \$9.2 million in savings during a 2-year period using a comprehensive Sustainable Computing approach.

From an environmental standpoint, manufacturing new PCs is an energy- and resource-intensive process. According to United Nations University, it takes 1.8 tons of raw materials and approximately 240 kilograms of fossil fuel to manufacture a PC – which is about 81 percent of the energy the computer will use. According to the U.S EPA’s Environmental Benefits Calculator, reusing 1,000 desktop computer systems creates a carbon offset equivalent to the energy required to power 681 homes for a year and the greenhouse gasses produced by 481 cars in a year.

In addition, [recent government and media reports](#) have revealed that many recyclers violate federal regulations by shipping e-waste – about 80 percent of equipment collected for “recycling” – to developing countries where it contributes to devastating environmental and human health problems. Redemtech has partnered with the environmental advocacy group Basel Action Network to produce a [video](#) on the effects of e-waste exports.

While defeating the purpose of a “green” initiative, this issue raises significant risks to corporate image. Exposés by [60 Minutes](#), *Business Week*, *Time* and other media outlets focused on specific recyclers – and named customers of those companies, with *60 Minutes* showing close-ups of asset tags identifying companies that once owned the equipment that had been exported to China.

“These reports show that companies can not simply accept a recycler’s certificate of destruction as assurance that their assets won’t end up in front of the *60 Minutes* cameras,” said Houghton. “It’s more important than ever for companies to know where they stand relative to industry best practices for safeguarding the environment, boosting IT’s bottom line – and protecting their corporate image.”

For additional information on Sustainable Computing visit www.redemtech.com/sustainablecomputing. The Sustainable Computing Assessment may be accessed directly at www.redemtech.com/assessment.

IDC White Paper sponsored by Redemtech, *Beyond Power: IT's Roadmap to Sustainable Computing*, Doc #214526, Oct 2008.

About Redemtech

Redemtech Technology Change Management (TCM) services help organizations increase IT asset utilization and assure regulatory compliance during technology transitions. Redemtech provides an outsourced solution to TCM that uses best practices and automated technologies to implement and manage processes for deploying, redeploying and decommissioning computer systems. Redemtech clients can realize a 40 to 70 percent reduction in asset recovery and disposition costs, while achieving 100 percent warranted data security and environmental compliance assurance. Redemtech is a wholly owned subsidiary of Micro Electronics, one of the largest privately held technology companies in the United States. For more information on Redemtech visit www.redemtech.com.

About GreenerComputing

[GreenerComputing](http://www.greenercomputing.com) is focused on the environmental concerns of information technology professionals, covering such topics as energy efficiency, hazardous materials reduction and disposal and end-of-life issues. Its free e-newsletter, *GreenerComputing News*, offers the latest news, tools, and resources on these topics. *GreenerComputing* is lead by the 20-plus year IT industry publishing expert [Preston Gralla](http://www.prestongralla.com). *GreenerComputing* is a website of [Greener World Media](http://www.greenerworldmedia.com), the leading media and information services company focused exclusively on the greening of mainstream business. Greener World Media websites include [GreenBiz.com](http://www.greenbiz.com), [GreenerBuildings.com](http://www.greenerbuildings.com), [ClimateBiz](http://www.climatebiz.com), [GreenerComputing.com](http://www.greenercomputing.com) and [GreenerDesign.com](http://www.greenerdesign.com). Greener World Media also produces the annual State of Green Business report and other research, as well as Greener By Design and other conferences.

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