

SATELLITE

Optus puts first customers on D2, flags plans for D3 launch

GEN-I

ICT service company signs up 12 deals worth over \$100m

SOCIAL NETWORKING

mig33's move to US pays off with new round of venture capital funds

COMMUNICATIONS DAY

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Rural regions relying on dial-up, satellite for internet

Rural areas are still relying on dial-up connections for internet access, with a high number of broadband users requiring a satellite service, according to new research. The latest Australian Communications and Media Authority 'Telecommunications Today' report claims that the rural sector is "reasonably connected" online, but users still see themselves as receiving an inferior service to metro counterparts.

The study found that 74% of farms have internet access, with 53% of those using a dial-up connection. Of the total number of rural broadband users, almost half depend on a satellite service for access, with speeds struggling to compare with cheaper metro networks. Western Australian farms had the largest take-up of internet (78%) closely followed by South Australia (77%), but both states had low percentages broadband internet connections. The most connections are seen on cotton farms and farms larger than 2,000 hectares. NSW has the highest number of broadband connections on farms (53%), while rural Tasmanian users were most likely to have dial-up services (70%).

"The research suggests that SMEs and the farm sector are keen adopters of communications technology to assist in managing their businesses," said ACMA chairman Chris Chapman. "Both sectors also indicated that the internet had a significant impact on transforming their business practices and improving processes."

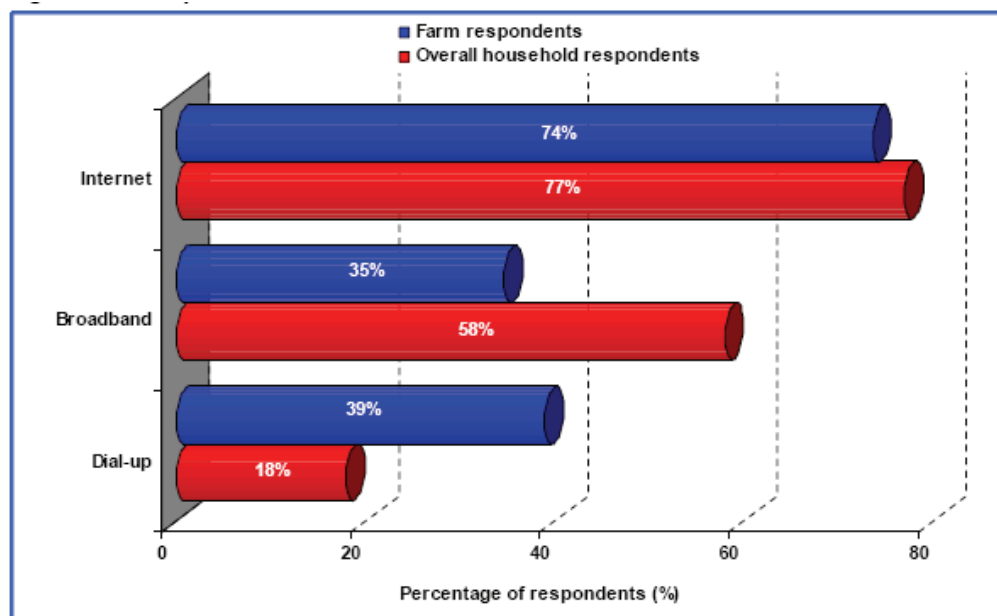
Mobile phone use was also different between rural and metro areas. ACMA claims that farm users are less likely to use mobiles for watching TV, accessing the internet, and accessing SMS services; while the most popular phone functions among farm users and metro users were taking photos and videos, instant messaging and gaming.

Farm users were found to have mobile phones for business or business/personal use more than metro users. 47%

of farm users had a mobile for business or business/personal use, compared to just 20% of non-farm users. Farm users also used their internet connections for both business and personal use more than metro users.

Like internet connections, farm users said that mobile availability left them behind metro users. 47%

How farms use telecoms compared to the whole



of farm users claimed their work often takes them out of coverage areas, compared to 12% of non-farm users.

Another ACMA report said that small to medium enterprise telecoms use was high, with 92% having an internet connection and 93% using a mobile phone, both above the national average. But the fixed-line phone remained the “backbone” of SME operations, with 98% using a fixed connection.

Luke Coleman

Customers up and running on Optus D2 satellite

Optus claims to have already transitioned several major customers to its new Ku-band D2 satellite following successful commissioning this week.

Following launch aboard an Arianespace rocket last October, D2 is now servicing broadcast, data and VSAT customers, including GlobeCast Australia. Optus satellite chief Paul Sheridan says extensive testing has taken place over the past two months.

“The post launch testing included orbit raising, in orbit testing and drift testing at the 160oE location. The Optus D2 satellite has successfully transitioned a number of broadcast, data and VSAT customers across,” he said.



Optus doesn't disclose the scale of its satellite business or customer numbers although it is facing increasing competition, especially in remote regions. Last week, emerging IPStar VSAT distributor ETT said it would ramp up marketing in regional Australia, while NewSat is pitching a new national satellite launch to provide Ka-band satellite broadband services across the country.

Optus does own the largest satellite asset base in Australia, some of which it inherited through its early absorption of the Aussat national satellite agency. The company's most significant launch to date has been the Optus C1, which it operates in partnership with the Australian Defence Force. The ADF revealed plans last year to buy into a major US government satellite communications initiative.

Yesterday, Sheridan confirmed that Optus will continue to bolster its satellite fleet. The Optus D3 satellite is scheduled to be launched in 2009, he said. The Ku-band bird is planned to provide direct-to-home services.

Tim Marshall

Gen-i racks up over \$100m in deals

ICT services provider Gen-i is set to bring in more than \$100 million of new sales after closing more than a dozen trans-Tasman deals which will leverage its strong New Zealand relationships. The company yesterday announced the swag of new contract wins, saying that while the Australian market is providing stiff competition, it is also buoyant with activity.

Gen-i secured contracts to deliver a Nortel VoIP solution for the ASX, TRIM information management projects with NSW Police, data centre relocation for Angus Knight, a Cisco VoIP solution for The Heart Foundation, a Zultys VoIP solution for Doubleday, a managed services contract with Porter Davis Homes, data and voice services for the Ministry of Social Development in New Zealand, a SharePoint 2007 solution for Norfolk and application development for the Insurance Australia Group, Metropolitan Ambulance Service, Tarong Energy and Tattersalls.

“Most of our success of late has come from working with New Zealand companies on their trans-Tasman customers, trying to grow the Australian relationships,” head of sales Shane Quinn told CommsDay. He said Gen-i is leveraging existing customer relationships with sibling company AAPT/Powertel to boost its growing Australian business interests.

Quinn said that while the company's move into Australia has brought it up against a number of new competitors, the market is not over-crowded. “The competition is pretty fierce but the market is pretty buoyant,” he said. “There are lots of projects on the go... while there are lots of other players in Australia there are lots of projects.” He said Gen-i is seeing a rise in field force communications business in the region which it is capitalising on.

“These wins reflect Gen-i's growing success in the Australian market, adding to our trans-Tasman base of customers such as Carter Holt Harvey and Lion Nathan,” said general manager Rhonda Holmes. “In 2008 Gen-i's focus is on unified communications, application delivery and virtualisation, and information technology, continuing to bring together the best partners and solu-

tions to provide our customers with quality end-to-end solutions.”

The company also extended a contract with Aon Risk Insurance, which will see Gen-i deliver telecommunication services to the company’s entire Australia and New Zealand business. The new 36-month contract covers voice, data and internet services in Australia and voice, data and mobile services in New Zealand.

Luke Coleman

3eep goes live in Germany

Australian ‘social media platform’ creator 3eep (pronounced ‘threeep’) has seen the third global site using its technology launched in Germany. 3eep collaborated with German media services company InfoGear to launch the www.sportexx.de site, following similar launches in Canada and Australia last year.

3eep’s technology is designed to create a platform for sports players and fans to share media online similar to social networking sites like Facebook. The company says the platform will allow advertisers to easily target specific groups. “The value of the 3eep platform is our ability to engage grassroots sporting communities across the globe with highly targeted functionality,” said 3eep co-founder and CEO Rob Antulov.

“Facebook and MySpace have done a terrific job of educating the community about social networking, but we anticipate that as social networks continue to evolve, there will be even greater demand for sites that cater to the specific interests of the user,” Antulov said. “We believe that these sites with embedded social media features, will secure a strong market position alongside the pure social network destination sites. The indications we have received from the market to date certainly support this.”

Last October 3eep secured a deal with Canadian sports media set Free My Team, and in Australia launched Sportsplay with Prime Media’s digital offering iPrime last September. The company says it is seeking to partner with more global sports organisations throughout 2008.

Luke Coleman

Gotalk and Hi Speed Internet in VoIP partnership

Queensland-based telco Gotalk is seeking to expand its voice over IP offerings into shopping centres, announcing a business partnership with Hi Speed Internet Kiosks. The deal will see the two companies deploying VoIP services at Hi Speed’s planned 100 coin-operated sites, with Gotalk saying it will be able to reach previously untouched customers.

“Both Gotalk and Hi Speed expect that offering VoIP services will attract a new demographic to the kiosks including centre business users (by offering teleconferencing abilities) – and price conscious callers who will use VoIP as an alternative to their mobile phones,” said Gotalk CEO Steve

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Picton. He says the kiosks are most often used by young adults, pre-paid users, and holiday makers.

Picton claims that the partnership will have the added bonus of providing additional advertising for the company. "The Gotalk brand will be exposed to a high volume foot traffic experiencing the brand on a daily basis," he said.

Hi Speed claims that the move is part of an extensive growth agenda for the company which will see it deliver a range of new services. "This year we plan to add a number of additional revenue streams to our portfolio including wireless Internet access, broadband phone, third party multimedia and gaming services billed via a sophisticated network of cash/credit card and USB accepted payment stations," said marketing general manager Stephen Burns.

"Since commencing operations in 2005 the business has grown from a single kiosk at Surfers Paradise to over 30 kiosks 500 screens and 25,000 users per week today and is on target to grow to well over 100 sites, 2000 screens and 90,000 users per week by the end of the year. Our medium term plan is to grow to more than 200 sites, 3500 screens and 180,000 users per week by the end of 2009," he said.

Luke Coleman

ACMA establishes protection zone for Sea-Me-We3

The Australian Communications and Media Authority has established a protection zone around the Sea-Me-We3 cable off the Perth coast. The move will prohibit trawling and dredging as well as the use of anchors, pots and traps and other activities to protect the cable, one of three major undersea cable links to Australia.

The protection zone around City Beach in Perth will come into force on February 1, and breaking zone rules will attract "significant criminal and civil penalties," according to ACMA. Last October, the organisation has enforced similar laws in two areas of northern and southern Sydney to protect the Australia Japan Cable and Southern Cross Cable.

mig33 makes mobile social network headway

Venture capital firms have invested US\$13.5 million in mig33, the Australian-founded mobile social network. The company has now relocated to the US.

mig33 CEO and founder Steven Goh says the system has become a favoured way of contact for as many as 9 million people spread across more than 200 countries. He says mig33 is now servicing more than 2 million sessions and 45 million messages daily.

In addition to social networking and content sharing, mig33 provides a range of free and inexpensive services, including VoIP, instant messaging, email and text messaging. The application is claimed to work on most available mobile devices.

"Users around the globe have adopted mig33 as their preferred way to keep in touch with friends and loved ones," said Goh. "We're proud of the work we're doing to make Internet communications tools mobile and accessible for millions worldwide and grateful for the recognition from top venture firms who are voting with their dollars."

Goh announced yesterday the completed new Series B founding round led by DCM with participation from existing Series A firms Accel, Redpoint and TVP. Funds will be used for further expansion.

According to DCM chairman Dixon Doll, there is strong potential for growth. "mig33 has an amazing user base of loyal and repeat users who are actively promoting and sharing the site with their friends and family. We believe mig33's viral growth and ability to deliver a product that has universal appeal sets them apart from other would-be competitors."

Tim Marshall

Acquisition helps BSA

Broadcast Services Australia has credited a smart acquisition and diversification strategy with the achievement of a near 50% earnings gain.

BSA, which provides a range of network installation and maintenance services, expects to post EBITDA of \$10.5 million for the six months to December 31, up 47% on the same period last year. The unaudited result is generally in line with tips.

BSA managing director Mark Foley said the acquisition of Triple M group of companies, allowing an expansion into the installation and maintenance of mechanical and fire services, had bolstered its fortunes. The company failed last year to win a major maintenance contract with Telstra but has subsequently picked up a major sub-contract arrangement with one of the selected providers. “Of significant importance in the first half was the signing of the Silcar contract for the continued supply of installation and maintenance services to Telstra. This was particularly pleasing post the market reaction to the initial news that we had not secured a contract directly with Telstra,” Foley said.

BSA expects to report its audited results in late February.

Tim Marshall

UTS to lead business intelligence research

A new University of Technology, Sydney research unit has been established to further Australia’s standing in the fields of business intelligence and information management.

Working with IT management outfit Data Agility, the UTS researchers will look at the commercial value of BI applications for Australian organisations. The team will focus on interpreting, manipulating and analysing an organisation’s data to discover new commercial value by leveraging data more effectively, UTS Dean of IT Tom Hintz said.

Hintz says the relationship with Data Agility will provide access to firms such as News Limited, National Australia Bank, ANZ, Hagemeyer, Epworth Hospital, South East Water and Customer Brand Services to complete real-world data analysis.

Data Agility managing director John Neville says businesses are able to resolve business issues by discovering “hidden gems of knowledge available in their data.” He said, “the service will enable companies to test the commercial value of their data ‘theories’ through the design of outcomes before embarking on full-scale data projects.”

Tim Marshall

Telstra’s Rod Bruem joins cast of Australian film

“Rampaging” Rod Bruem, the Telstra public affairs executive who pioneered the company’s aggressive blogging efforts, is set to make his film debut.

Bruem is joining the cast of “Piet and the Wooden Statue,” a childrens fantasy film that is shooting around Molong, near Orange in NSW, imminently. He will be playing one of seven roles in the film, that of a 1960s radio DJ. Bruem commenced his media career as a radio announcer at Radio 2GZ and jokingly says he was cast in the off-screen role because he “has a face for radio.”



The film’s story focuses on a young boy as he learns to deal with the introduction of a new female presence in a all masculine household with the help of the most unlikely of friends - the wooden statue on his grandfather’s organ that comes to life.

According to Bruem, his role does not signify a change of career. He told CommsDay “It’s a touching script and very much a wonderful community project, the concept of a very promising first-time director, Luisa Machielse, who in fact I met when I was a very young news presenter and she was a schoolgirl! I’m not expecting this to lead to a career in movies, I agreed to take part because I wanted to get involved in more community projects this year.”

Bruem was the founding editor of the Now We Are Talking website. Most recently he has been serving as the media adviser to CEO Sol Trujillo.

Grahame Lynch

TNZ FTTP a “glaring omission”

Industry lobby InternetNZ has questioned Telecom New Zealand’s commitment to deliver a national Fibre-to-the-Premises network.

In a submission commenting on the telco’s operational separation strategy, InternetNZ says the lack of a FTTP plan is a “glaring omission.”

Determinations published by NZ communications minister David Cunliffe last September 2007 stated that TNZ’s undertakings “must contain Telecom’s commercial policy for access to the rele-

vant network access service, known as Fibre-to-the-Premises.”

InternetNZ believes that the incumbent must comply with this clause “to avoid the operational separation eroding over time.” The internet lobby group states that TNZ must disclose its FTTP plans relating to service development, pricing, marketing and intelligence, service launch dates, costs, non-price terms, including payment terms, products specific forecasting and network coverage and capabilities.

Last week the TUANZ group of telecom users said TNZ’s separation plan was not robust enough to protect competition.

Paul Clearwater

ACMA provides kid’s mobile tips

The Australian Communications and Media Authority has launched a mobile phone safety campaign as kids return to school this week.

The latest in a series of mobile and online education campaigns, the latest program suggests a series of steps for parents and children to avoid problems. It comes as rules covering offensive content sent over mobile networks come into force.

“It’s important that young people protect their mobile phone number and only give it to trusted friends and family. It’s also important that they don’t respond to text or calls from people they don’t know,” ACMA chairman Chris Chapman said.

ACMA suggests retaining and reporting bullying text messages and talking to service providers about appropriate levels of internet access and preventing access to adult content.

Last year ACMA released research showing that education campaigns were making inroads lowering parental concerns about managing family communications. 97% of families have a mobile phone.

Tim Marshall

AIIA EXPANDS INNOVATION AWARDS

The Australian Information Industry Association has expanded its awards to celebrate high ICT innovation at state and national levels. AIIA chief executive Sheryle Moon said state winners at the 2008 iAwards will progress to the national competition. “Entry to the 2008 iAwards provides independent recognition of ICT excellence and exposes participants to important audiences including industry peers, competitors and new customers whilst showcasing their innovations at a local, and possibly national and international level,” Moon said. Nominations are now open, she added.

OPTUS RETAINS ADVERTISING PARTNERS

Optus has finally locked in the winners of a long-running tender for advertising and media agency partners. The company announced that incumbent providers M&C Saatchi and Media Planning Group would retain the advertising and media planning roles respectively. Optus has been reviewing its \$60 million requirements since May last year. M&C and MPG beat short-listed competitors Clemenger BBDO and McCann Worldgroup.

EMAGINE GETS LOYALTY DEAL

Australian digital marketing systems outfit Emagine International has locked in a new deal in South Africa. The company has signed a license arrangement that will see Blue Label Telecoms use its campaign management and loyalty solutions. Blue Label is understood to produce and distribute a range of prepaid secure electronic tokens for telecoms, utilities, insurance, financial and transport services. It has operations in eleven markets.

SUN MICROSYSTEMS NEW APPOINTMENT

Sun Microsystems yesterday announced the appointment of Sam Tan as systems product manager for Australia and New Zealand. Tan joined Sun Microsystems in 1999 and has held various business and marketing positions with the company, most recently as ANZ business development manager.

> The green patent challenge: IBM, others to share IPR

> Huawei joins the green telecom movement

JANUARY 30 2008: Green Telecom is a new fortnightly supplement with all CommsDay regional editions that highlights the move towards sustainable use of telecoms products and services. Editor: Tony Chan at tony@commsdaymail.com
More information can be found at <http://www.greentelecomlive.com>

Panasonic includes CO2 emissions as key business KPI

Panasonic parent Matsushita Electric Industrial has pledged to make CO2 reduction a core part of the company's key performance indicators along with CCM, or Capital Cost Management – an indicator created by Matsushita to evaluate return on capital against market expectations – and sales.

Matshushita also announced that it will change its name to Panasonic Corporation effective 1 October 2008.

In a public statement addressing its annual management policy, company president Fumio Ohtsubo outlined the company's strategy to reduce its carbon emissions by 100,000 tonnes or more for its fiscal year 2009, which ends 31 March 2009. The initiative is part of the company's GP3 plan – announced last year, which outlines the group's goals for 2010 of 10 trillion yen in sales, ROE (return on equity) of 10% and reduction of CO2 emissions by more than 300,000 tonnes compared to 2007.

According to the company's environmental data report, total CO2 emissions across the company's operations was 4.13 million tonnes, which represents a 24% reduction compared to 2001 emission levels.

As part of its efforts to reduce CO2 emissions, the company outlined an "Eco Ideas Strategy," which will accelerate its environmental management in three areas, which include the expansion in the number of products that meet top energy ratings to 150, and the phasing out of low energy efficiency products; overall CO2 emission reductions in its manufacturing operations and the inclusion of targets as part of business KPI; and the launch of a global "Love the Earth Citizens" campaign.

By 2010, the company aims to expand its energy efficiency products range to 200 and completely phase out old low energy efficiency products.



IBM and others to share patents in climate change challenge

IBM, Nokia, Pitney Bowes and Sony have established the world's first open patent sharing platform for the environment. The initiative, led by the World Business Council for Sustainable Development (WBCSD) and IBM – the world leader in patents, aims to compile a set portfolio of patents, dubbed the "Eco-Patent Commons," that will be made available to the public.

The initiative also encourages all other companies to contribute their environmentally responsible patents to the "Eco-Patent Commons." The patents will be made available to researchers, entrepreneurs and companies of all sizes in any industry, for the creation, application and further development of consumer or industrial products, processes and services in a way that will help and respect the environment.

The "Eco-Patent Commons" will be available on a dedicated, public website hosted by the WBCSD.

"The Eco-Patent Commons provides a unique and significant leadership opportunity for business to make a difference – sharing their innovations and solutions in support of sustainable development," said Bjorn Stigson, President of the WBCSD. "The Eco-Patent Commons also provides an opportunity

for companies and other entities to identify areas of common interest and establish new relationships that can lead to further development in the patented technologies and elsewhere.”

“Innovation to address environmental issues will require both the application of technology as well as new models for sharing intellectual property among companies in different industries,” said Dr. John E. Kelly III, IBM Senior Vice President and Director of IBM Research. IBM is the leader in US patents for the past 15 years with 3,125 patents issued in 2007.

Examples of the environmental benefits expected for pledged patents include:

- Energy conservation or improved energy or fuel efficiency
- Pollution prevention (source reduction, waste reduction)
- Use of environmentally preferable materials or substances
- Water or materials use reduction
- Increased recycling opportunity.

Membership in the Eco-Patent Commons is open to all individuals and companies pledging one or more patents. The selection and submission of each organization’s patents for pledging is at the organization's discretion. The founding companies and the WBCSD are inviting other interested companies to become members and participate in this initiative promoting innovation and collaboration to help protect the planet.

Green procurement on the rise

The ‘Greenness’ of technology vendors will become an increasingly important deciding factor as IT executives look for new purchases, according to the results of a new survey by market researcher, IDC.

It is becoming clear across the board that end-users will be expecting vendors to take more responsibility in terms of bringing ‘Green’ products and services to market as well as improving their own internal ‘Green’ operations and practices in the future, the report said.

According to Philip Carter, Head of IDC’s Asia/Pacific Green IT practice, “It is interesting to see that IT executives are expecting vendors to take more responsibility in the area of Green IT. This is validated by the fact that 81% of organizations thought that the ‘Greenness’ of their IT suppliers would become ‘much more important’ over the next few years. Today, 18% of the organizations surveyed considered the greenness of the IT suppliers before making a selection and another 30% expected to do so in the near future.

“Furthermore, organizations in the more developed economies are looking to integrate 'green requirements' into 'requests for proposals' for procurement of IT products and services. In Japan for example, more than half (52%) of the organizations surveyed indicated that this is already part of their procurement process. The fact that this approach is still emerging in other countries highlights the varied adoption with regards to 'Green IT' in the region.”

The findings were part of IDC’s ongoing Asia/Pacific Green Poll – end user surveys assessing the buying behaviour of IT executives with respect to Green IT in the Asia/Pacific region.

Huawei joins green movement with base station solution

China’s Huawei Technologies has launched a new solution that promises to reduce base station power consumption by 60%.

Huawei’s Green Site Solution uses optimized hardware design, an innovative power amplifier and power consumption management, to help operators realize a high level of power saving.

The solution adopts leading power amplifier technologies, including DPD and A-Doherty, that boost the power efficiency of base stations by 45%, hence reducing the overall power consumption of the facilities. It also uses a distributed architecture that allows 20W base stations to have the same output frequency coverage as traditional 40W base stations, as well as high-efficiency power amplifier technologies that make convection cooling, direct cooling, and intelligent cooling technology in a base station possible.

This reduces the need for air-conditioners that cause noise pollution and helps to reduce a base station's electricity consumption to less than 500W. Huawei's Green Sites Solution is also able to be integrated with environmental friendly energy sources such as wind, solar power, and methane.

“Huawei has always been committed to looking after the environment,” said Yu Chengdong, president of Huawei’s Wireless Product Line. “As one of the leading telecom equipment and solutions providers, we are putting this goal into practice by designing environmental friendly products.”

New study highlights triple bottom line for business success

A new Cisco and British Telecom-sponsored study by global academics has identified three key measurements of business success for corporations in light of climate change. The study, “A New Mindset for Corporate Sustainability,” carried out by academics from China, Singapore, Spain, the United Kingdom and United States, concludes that shareholder value should no longer be the only the measure of success for businesses.

“Our conclusion is that the “triple bottom line” should no longer be a tangential activity, with shareholder value the main consideration,” Professor Sarah Slaughter of the Sloan Business School at MIT said. “Instead, strategies should be focused on all three areas simultaneously as an integrated system because, as our case studies demonstrate, each strand can yield benefits for the other two.”

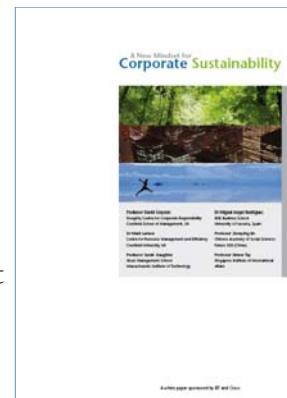
The report concludes that organisations need to become sustainability-drive innovators by following a new approach, which the researchers have dubbed, S2AVE, or Shareholder and Social Added Value with Environmental Restoration.

SAVE emphasises the role of sustainability in increasing innovation across the business and maintains that sustainability should be a strategy rather than an objective. The study concludes that the achievement of sustainability goals does not require extensive re-engineering of the corporate structure. Instead, it requires conviction and vision at the very highest levels of the organization so that a set of values coherent with corporate responsibility and sustainability are instilled throughout.

“What we are seeing more and more is that companies are facing increasing pressure for shareholder expectations on not only the traditional metrics of EBITDA and return on investment, but the impact on society and the environment, what we are calling the triple bottom line,” said John McLean, vice president of marketing & strategy for BT Asia Pacific. “It is not just ‘what is your impact on shareholders?’ but ‘what is your impact on society?’ and ‘what is your impact on the environment?’ Going back to the old saying that everything you do has an equal and opposite effect somewhere in the world and we have to be aware of that.”

In the process of compiling the report, the academics made extensive use of Cisco’s telepresence platform, which according to Cisco Asia Pacific’s senior manager, unified communications, Roy Newbury, eliminated 128 flight hours and 15 tonnes of CO2 emissions.

To download “A New Mindset for Corporate Sustainability”, please go to www.greentelecomlive.com/extras/download



Time for IT to pay up for inefficiencies – reports

Two separate reports have come to the same conclusion: that IT organizations are slow to address climate change because they are often cushioned to the effects their systems have on energy costs.

While the amount of energy to power the corporate IT infrastructure continues to grow, most IT departments are still not accountable for the escalating energy bill.

“We found that IT departments are slow off the mark in terms of understanding the impact,” said Trewin Restorick, director of UK-NGO, Global Action Plan, who released the report, An Inefficient Truth. “A lot of ICT departments don’t even see their energy bill, let alone pay it, so how are they going to become more efficient if they don’t even know how much energy they are using.”

The report found that 56% of ICT departments do not see the bill for the energy their systems use and is not responsible for paying for it. Another 12% see the bills but do not pay for it while 7% have partial payment responsibility for specific areas such as data centres. Only 20% of ICT departments pay for the energy bill that ICT equipment uses in the organization.

“It is through the world of business that we realise that ICT, or computers, has a huge impact on the environment, and employees were getting very confused messages from their IT departments about the carbon footprint from the computer industry,” said Restorick.

“The first thing we found was that the computer industry has the same environmental impact as the aviation industry, which was a bit of a shock. We found that a server uses the same amount of carbon as a Chelsea tractor driving at 50 miles per gallon, so a big, big impact,” Restorick added without giving any specific comparisons.

At the same time, 86% of the IT professionals surveyed as part of the report, do not know the car-

bon footprint of their activities and only 15% are planning to find out. A further 38% would like to know but do not know how to determine this figure, the report said.

Meanwhile, a report by the Butler Group highlights a similar disconnect between the IT department and corporate sustainable initiatives.

“One reason why IT departments have been slow to react is because IT management often does not have energy expenditure in their budget. Power costs are usually tied to the property portfolio, so energy savings do not translate directly to budget savings for IT,” says Mark Blowers, senior research analyst and co-author of the study, Sustainable IT Provision – Meeting the Challenges of Corporate, Social, and Environmental Responsibility. “It (sustainability) is viewed by many IT managers as not their problem, I guess mainly due to the fact that they in the most part are not responsible for the energy consumption budget.”

Blowers sees a clear trend towards the inclusion of sustainability metrics in IT performance, but adds that sustainability objectives should be part of the IT strategy and not a separate project. “I would not advocate separating out “green” from “regular” IT budgeting,” he said.

Do ICT departments pay for the energy consumed by ICT equipment?



Last but not least...

Google injects US\$10m into eSolar: Google announced that it has made a US\$10 million investment in eSolar, a California-based solar thermal power developer first identified as a partner in the Internet search giants RE < C initiative. The investment was part of an announcement by Google.org of core initiatives to combat climate change, poverty and emerging threats. More than US\$25 million in grants and investments were announced. The Google.org initiative includes; work to better predict and prevent disasters and crisis; improve public services, especially for the poor; lower transaction costs to invest in SMEs and provide smaller corporations access to larger financial markets; and to accelerate the commercialization of plug-in vehicles.

Canon launches ‘Generation Green’ brand: Canon U.S.A’s new Generation Green brand aims to help its customers understand the company’s green initiatives. The brand consists of three product classifications: Eco-Conscious, which highlights several packaging changes to boost shipping and packaging efficiency; Eco-Standards, which marks products that adhere to industry standards such as ENERGY STAR and RoHS – the EU directive banning certain hazardous substances; and Eco-Friendly, a category that including user manuals printed on 70% recycled paper and products using recycled plastics..

BetterWorld Telecom claims carbon neutral certification: BetterWorld Telecom, a new full-service voice and data telecommunications services carrier based in Reston, Virginia, has received Zerofootprint's certification as the first telecom provider in North America to achieve carbon-neutral status. Zerofootprint, based in Toronto, Canada, is an organization that provides information, products and services to people and businesses working to reduce their environmental impact.

UK firm claims efficient computer: US firm, Cranberry, says its new Small Client, SC20, consumes only 9 watts of power, compared to the average power consumption of 750 watts by a typical mid-range PC. According to the company’s research, the SC20 offers a 95% reduction in carbon emission compared to the average office PC.