

Smart Savings

IAITAM Launches Initiative to Save Members \$10 Million Annually

At its national conference in Orlando this November, IAITAM will launch a new campaign—an international educational initiative designed to demonstrate the value of smart IT asset management. Nicknamed “ISAVE,” the campaign has the potential to save IT organizations up to \$100 per computer annually simply by activating built-in sleep settings on desktops. An organization with 6,000 computers, for example, could expect to save \$1 million or more in electricity.

Originally added to operating systems to help save battery life for notebook computers, system standby and hibernate settings—collectively known as computer power management features—are increasingly deployed by organizations looking to cut back on skyrocketing energy costs. Both settings put computers into a low-power sleep mode after a period of idle time. A touch of the mouse or keyboard awakens computers in seconds.

The U.S. Environmental Protection Agency (EPA) recognized IAITAM this year for promoting the use of monitor power management features. By educating members about these features and encouraging asset managers to utilize them, IAITAM saved its members more than \$15 million, and the pollution prevention was equivalent to planting nearly 15,000 acres of trees.

“We wanted to express our gratitude for the leadership IAITAM has demonstrated in the area of energy-efficiency computing,” says Steve Ryan, ENERGY STAR computer power management program manager. The EPA estimates that personal computers use in excess of 1 percent of the nation’s electricity, and more than half of that electricity is wasted. By saving energy with computer power management features, IAITAM and its

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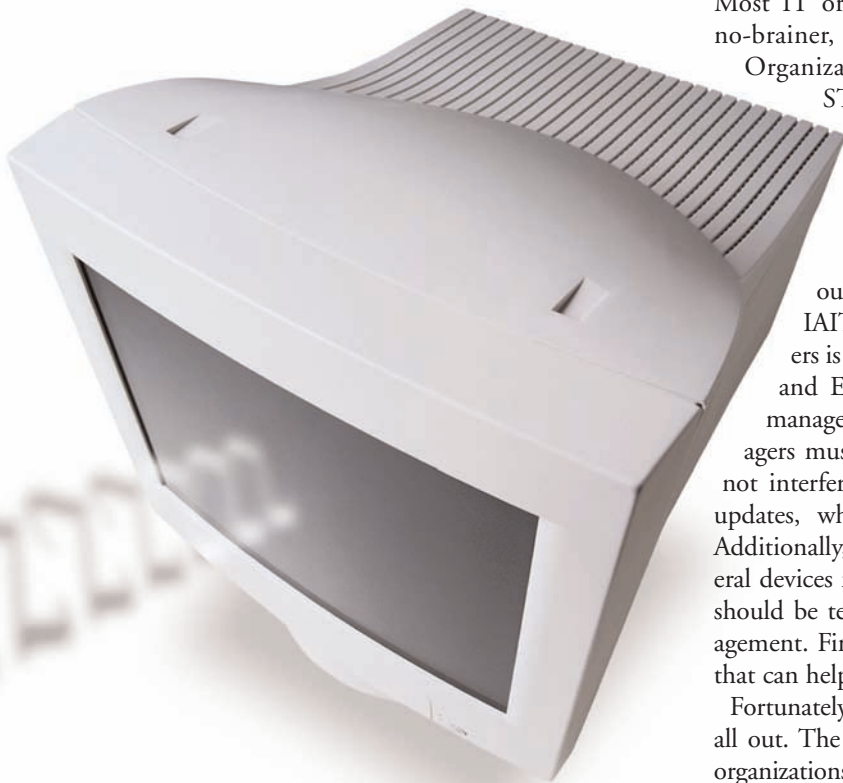
members are preventing pollution associated with the generation of electricity, thereby contributing to cleaner air. According to the EPA, activating power management settings on the estimated 100 million PCs in the United States would save enough power to light roughly 20 percent of U.S. households. Its pollution prevention would equal planting nearly 8,000 square miles of trees—an area equivalent to the landmass of Massachusetts.

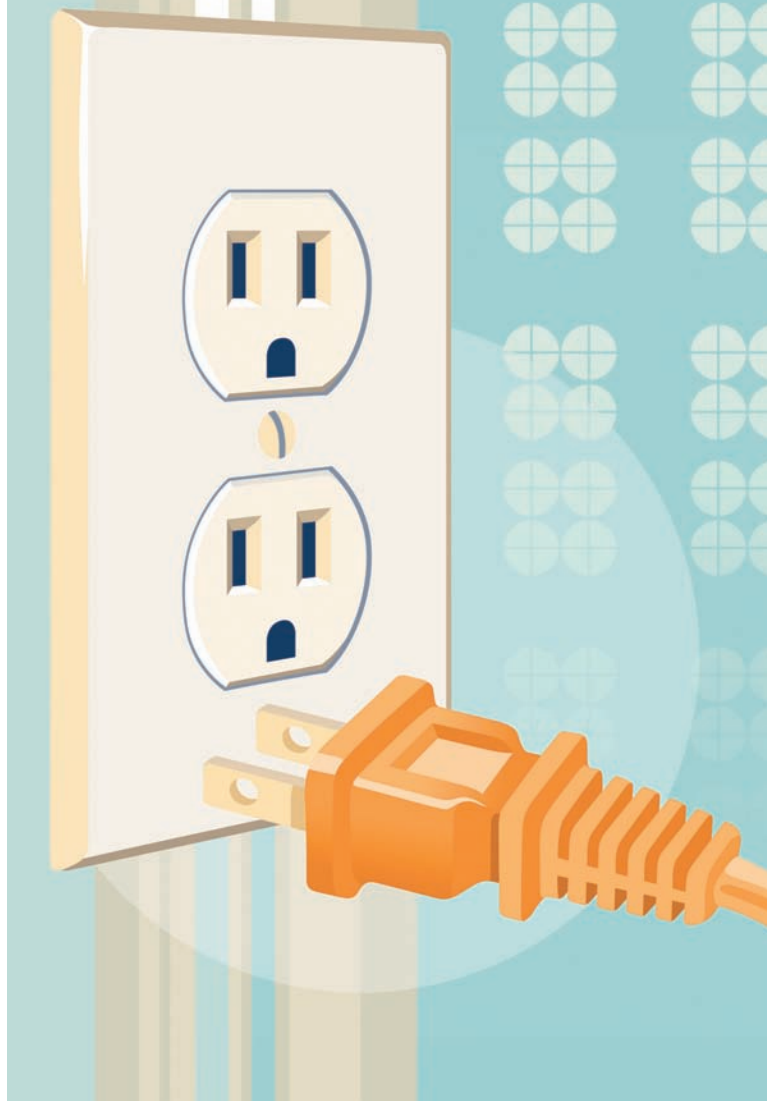
The new “ISAVE” campaign is a logical extension of IAITAM’s award-winning work promoting monitor sleep. Most IT organizations today consider monitor sleep a real no-brainer, but it wasn’t always that way.

Organizations such as IAITAM and EPA’s ENERGY STAR program worked hard to educate IT administrators about the stability and savings potential of monitor sleep settings, and even provided free software tools to ease their activation on large networks.

Today’s challenge—putting our computers, not just our monitors into sleep mode—is a perfect task for IAITAM. Because activating sleep settings on computers is not as straightforward as it is on monitors, IAITAM and ENERGY STAR are working together to help IT managers get the information and tools they need. IT managers must, for instance, ensure that sleeping computers do not interfere with the distribution of administrative software updates, which is not a problem with sleeping monitors. Additionally, some older software applications and some peripheral devices may not conform to the latest ACPI standards and should be tested for compatibility with computer power management. Finally, there are a number of available software tools that can help activate and manage computer sleep features.

Fortunately, the ISAVE initiative can help IT managers sort it all out. The goal of the campaign is to save IAITAM member organizations more than \$10 million in energy costs in 2006, but





any organization can reap the benefits. To make it as easy as possible, ISAVE offers interested organizations the following resources for free, courtesy of the EPA ENERGY STAR program:

- A computer power management savings estimate for your organization
- Technical consultation with ENERGY STAR technical support contractors
- Software tools for activating computer sleep settings, if needed
- A framed certificate of thanks from the EPA

Additionally, IAITAM will augment its numerous training and certification programs with information about computer power management.

“Promoting energy-efficient computing is a great way to demonstrate the value of intelligent IT asset management and contribute to a healthier environment for all of us,” says Barb Rembiesa, president of IAITAM.

As far as IT projects go, activating computer sleep settings has a tremendous return on investment (ROI). A variety of methods and network tools can activate sleep settings on computers, and many are free. ENERGY STAR can help IT managers identify the most appropriate solution for a given network environment—often in one brief conference call. It typically takes only a few weeks to validate a solution, test it and develop an accompanying rollout and communication plan. All told, a mid-sized organization’s investment might be several days of IT staff time for a pay-off of up to \$100 in annual energy savings per computer!

For more information and to get started saving, visit www.iaitam.org/US_EPA_Savings.htm.

Michael Walker is the president of Beacon Consultants Network,

Smart IT Asset Management

Saving up to \$50 per PC annually with monitor sleep features.

Smarter IT Asset Management

Doubling your savings with system standby/hibernate features.

Let ENERGY STAR® and IAITAM show you how. For more info, visit: http://www.iaitam.org/US_EPA_Savings.htm.

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