



Intel IT: The Business Value of IT Sustainability

Intel IT is running the business of IT in a sustainable way.

At Intel IT, we think “green” everyday under a formal IT Sustainability Program. In 2010, we implemented projects that reduced our consumption of IT associated emissions by ~60,000 metric tons of co2 and saved Intel’s business approximately \$5.8M. We are committed members of Climate Savers and Green Grid, and adopted an internal IT goal to manage our IT Energy footprint and contribute to Intel’s energy reduction of 5% per year from 2007 - 2012. Our efforts have been recognized with several industry awards, including the InfoWorld Green 15 award, for the past three years.

The focus areas below provide insight into our IT Sustainability best practices and the business value we create.

<h3>The Business Value of IT Sustainability</h3> <p>IT has a role in sustainability. Intel IT is helping Intel to consume fewer resources, emit less waste while increasing employee productivity.</p>	<h3>IT Sustainability Strategy</h3> <p>Building our strategy and delivering the benefits has required a long-term approach. The creation of an IT Sustainability Program Office is key to our success.</p>
<h3>Data Center Innovation</h3> <p>The data center is the largest consumer of IT’s power consumption. As a result of management of our IT environment including proactive refresh, consolidation, virtualization and facility innovation, we have made our largest reductions in our carbon footprint.</p>	<h3>Mobility and More</h3> <p>Intel IT has realized a 70% energy savings per user by deploying mobile business PCs versus desktops. Additionally by adopting new technology like Intel® Solid State Drives (SSD) in our regular mobile business PCs build saves energy and reduces heat.</p>

Turn the page for more.

IT Annual Performance Report

Discover the key Intel IT initiatives and strategies that delivered business value to Intel in 2010, as well as important IT focus areas for 2011. Key topics include IT consumerization, cloud computing, enterprise security, and delivering business value.

http://www.intel.com/en_US/Assets/PDF/general/Intel_IT_2011APR_English_standard.pdf



The Business Value of IT Sustainability: IT's Role

Intel IT's Role in Sustainability

IT Sustainability is a direct tie to business value for example reducing power consumption equals lower energy costs. IT can help reduce the power consumption across the world. In this video, Diane Bryant, Intel CIO, discusses how Intel IT is approaching [IT Sustainability](#).

IT Sustainability: Showcasing our Results

To celebrate [Earth Day 2011](#), Intel IT presents a short video detailing the projects we have undertaken to help Intel reduce its carbon emissions, from our data centers to our office environment.

IT Sustainability Strategy

Building a Long-Term Strategy for IT Sustainability

We analyzed the business case for IT sustainability to determine which programs would yield the greatest benefits to Intel. Learn about our approach to [IT Sustainability](#) in this white paper.

Establishing Baseline Measurements and a Roadmap for IT Sustainability

Intel IT is executing a sustainability strategy based on our Sustainability Baseline Model; a tool developed in-house that quantitatively measures and predicts the environmental impact of key changes related to IT. Read more about our [Sustainability Baseline Model](#) in this white paper.

Data Center Innovation

Intel IT Server Refresh Strategy

Our server refresh strategy has resulted in operational cost savings, avoided incremental data center capital spending and a smaller carbon footprint while increasing our computing capacity. Learn more about our four-year [server refresh strategy](#) in this paper.

Will Server Refresh Benefit your Organization?

Intel IT has developed a tool, based on our key learnings and experiences that can help you evaluate the benefits of server refresh. Try out this [server refresh](#) tool.

Mobility and More

Accelerating the Deployment of Intel® Solid-State Drives throughout the Enterprise

Intel IT is deploying Intel SSDs in our mobile business PC builds and has realized energy savings as well as greater reliability and lower total cost of ownership (TCO). This paper details how we have increased [employee productivity](#) while reducing costs.

Increasing Productivity with Mobile Business PCs

Collaboration across time zones and geographies and advanced video conferencing are a few of the advantages of deploying mobile business PCs within Intel's environment. Additionally, we have realized the added benefit of reducing our power consumption. Read how our strategy has paid off in productivity gains as well as [energy reduction](#).

For more straight talk on current topics from Intel's IT leaders, visit www.intel.com/it.

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