

PC POWER MANAGEMENT ON A GLOBAL SCALE

How one company is delivering international energy and cost savings of 24 per cent over six months using Verismic Power Manager

Global communications agency Text 100 has offices in 24 countries and since its inception has fostered a culture of entrepreneurialism and social responsibility. The company has an IT team based on four continents responsible for the management of its technology assets, including client PCs and servers in every office. Text 100 was looking for a solution that would enable it to reduce carbon emissions and costs of its client PC estate whilst retaining the ability to manage systems and deploy software to multiple users.

Text 100 deployed the cloud based solution, Verismic Power Manager, in January 2010, for a six-month trial. Brad Bartman, Global Support Manager, at Text 100 explains,

"International capabilities were our first priority. Power Manager quickly stood out from the competitors we looked at because of its unique ability to understand multiple languages, currencies and international time zones."

Benefits

Verismic Power Manager is being used by Text 100 to manage the power settings on all of its client PCs in 18 countries. Through centrally administered power management policies, Text 100 can monitor the usage of its entire client PC estate and power down those PCs which are inactive for prolonged periods of time. In six months, the company has reduced the power used by its PCs, laptops and monitors by 24 per cent.

"The ability to see on a global level when PCs are being used most frequently or identifying inactivity enables us to centrally power down PCs and make significant energy and carbon savings," Bartman continues.

"Importantly, Power Manager understands different time zones – the end of the day in London is obviously not the end of the working day in New York. Additionally, being able to enter the cost of power in different countries using their local currency, lets us see, for example, how many Rupees we save in our Indian office based on the rates charged by their local provider, or I can see the total amount of savings globally in US\$ based on current exchange rates. This makes communicating my team's progress on our strategic objectives to senior management very simple and transparent."

Deployment

Text 100 installed Power Manager using the small .msi Verismic agent file via Group Policy. The cloud solution suited the company by minimising disruption whilst maintaining support levels.

Brad Bartman adds,

"Verismic is easy to install and manage, which makes it very easy to show ROI. There were no user complaints; in fact staff were pleased to find out we were doing something to help the environment."

"Verismic works well with our IT strategy of reducing costs, improving efficiency and using technology to address the business needs of Text 100. For the first time we have a clear, global picture of our energy usage and savings," continues Bartman. "Carbon/cost reduction is very important to myself and Text 100 because it has an impact on everyone on the planet. It feels good to have a tool that allows us to measure and quantify the impact of our savings on the environment. We plan on continuing our use of Verismic to make sure we don't use more power than what is necessary and lower the impact we have on the environment."