FUJITSU

Fujitsu Sustainability Benchmark
Establishing the foundation
for resource efficient ICT

»The majority of CIO's have no idea how much power their ICT equipment consumes.
Those that do perform almost 35% better than their peers.«
2014 Fujitsu ICT Sustainability Survey

Fujitsu's ICT Sustainability Benchmark diagnostic provides a rapid assessment of your organization's strengths and opportunities to save money and improve your sustainability profile.

Figure 1: ICT Sustainability Benchmark Framework

Based on quick surveys and short focused interviews with management, the ICT Sustainability Benchmark produces a current state assessment. This includes a benchmark of your ICT Sustainability readiness and maturity relative to our database of over 2,500 other organizations across all industry sectors.
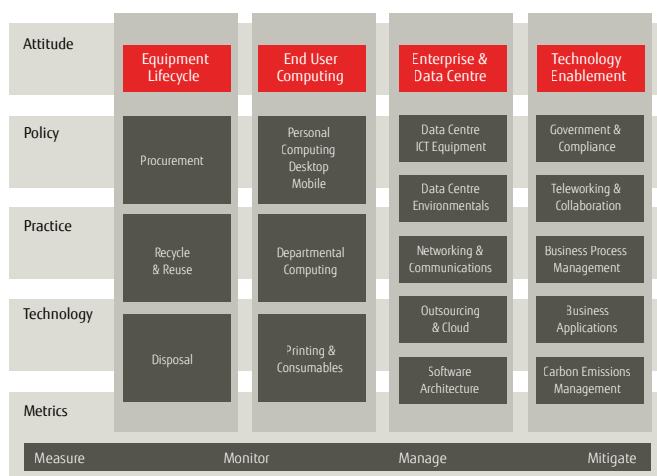
The report also includes detailed information relative to your sector and the scope can even be expanded to include other countries to give you a true global perspective. Key impact areas are defined graphically and specific opportunities are priority weighted, providing you with a visible sustainability roadmap with tangible opportunities to execute against.

Key Benchmark benefits include:

- Establishing a baseline to enable measurement of ICT Sustainability performance
- Referencing and benchmarking your business to a database of over 2,500 companies
- Understanding what is global best practice in your industry sector
- Comprehensive road map on how to achieve global best practice
- Identification of prioritized short, medium and long term initiatives

This work can galvanize executive commitment to institutionalize the sustainability theme into strategic planning activities. Fujitsu's ICT Sustainability Benchmark diagnostic can prove that IT departments can contribute to corporate goals around environmental sustainability, and open up a range of opportunities that go beyond cost savings.

Using the data that we collect from interviews and surveys we will provide a rating based on the Global ICT Sustainability Readiness Index, to determine where your organization is positioned in your implementation of ICT Sustainability. It quantifies many aspects of the process, allowing the organization to launch into initiatives knowing that progress will be measurable, both against your peers and against your own performance over time.

»The whole Benchmark process gave us real insight into how we could reach beyond our current ICT targets of sustainability. The benchmark report gave us something further to strive for, with clarity on how to get there.«

Alison Howard, Sustainability Performance Advisor, Meridian

Based on the online survey and management interviews, specific findings will be documented in a tailored report. The ICT Sustainability Benchmark service (Figure 2) will collect information, analyze and report in the following areas:

- Technology Enablement
- Enterprise and Data Center
- End User Computing
- Metrics
- Lifecycle and Procurement

Figure 2 – Key information	
Duration	2 weeks (first week data collection, second week data analysis)
Data Collection	Online survey and short, focused interviews
Sponsorship	Active executive sponsorship is required
Resources	Stakeholder access is required for interviews with Fujitsu consultants
Outcomes	Tangible: A framework and benchmark, with a documented understanding of the current state of ICT Sustainability in the organization
	Intangible: A trigger to address the gap between ICT Sustainability immobility and strategic direction

The ICT Sustainability Benchmark is an introductory offering based on Fujitsu's full ICT Sustainability service. Figure 3 demonstrates Fujitsu's full framework for helping user organizations enable business sustainability through ICT Sustainability. Fujitsu's ICT Sustainability framework aligns your IT and business goals with your sustainability strategies and ensures that real benefits are delivered to your organization.

Figure 3 – Fujitsu framework for aligning IT

1 Review enterprise value
2 Assess resource usage
3 Optimize IT function

ICT Sustainability Benchmark → Strategic alignment → IT assessment → Strategy development → Business transformation & change ↔ Realizing the benefits

For further information visit:
http://www.fujitsu.com/global/solutions/sustainability/

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About Fujitsu
Fujitsu is a leading global service provider of business, information technology and communications solutions. In more than 50 countries around the world Fujitsu partners with customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu has earned a reputation as a single supplier of choice for leading corporate and governments organizations. Fujitsu is a global leader in sustainability, listed on the Dow Jones Sustainability Index since inception and holds worldwide ISO 14001 certification.