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Case study
Qantas Airways Limited- ICT Sustainability

» We're working to reduce energy use and CO2e emissions while gaining all the cost benefits – this initiative has all the ticks. «

John Valastro, Head of Environment, Resilience and Workplace Transformation, Office of the CEO, Qantas Airways Limited

Qantas Airways Limited

Country: Australia
Industry: Transport
Founded: 1920
Website: www.qantas.com.au

The Challenge

Qantas is aligning its ICT strategies with the organisation's broad sustainability charter to reduce its environmental foot-print by 10 percent in the ten years to 2020.

The Solution

- Baseline measurement of ICT environmental footprint
- Implementation of rapid ROI energy reduction projects
- Development of ICT business transformation strategy

Qantas Airways Limited

As one of the world's leading airlines and an iconic Australian brand, Qantas (ASX: QAN) employs 35,700 people. Its portfolio includes the Qantas and Jetstar airlines, which carry more than 40 million passengers each year, and subsidiary businesses such as Qantas Freight Enterprises, Q Catering and Qantas Frequent Flyer.

The Challenges

Qantas is aligning its ICT strategies with the Group's broad sustainability charter. With a $4.4 billion annual fuel bill for its airline fleet, ICT energy use may appear as a blip on the Qantas radar. But as sophisticated technologies underpin the Group's broad efficiency and corporate social responsibility goals, and its sizeable ICT infrastructure produces a significant 6,000 tonnes of CO2e per year, ICT sustainability must play its part in meeting reduction targets.

John Valastro is Head of Environment, Resilience and Workplace Transformation, a unit that has been deliberately placed within the Office of the CEO at Qantas Airways Limited. He said: "Many companies now have an environment team but Qantas identifies its sustainability credentials as vital to its brand.

 "Our [Group Environment and Resilience] responsibility is to provide the CEO and Board with the assurance of long term improvement in our environmental objectives. We are able to set energy targets at Board level. We know what's achievable and what's a stretch – we go for the stretch.

"The 2020 target is for a 10 percent reduction in our footprint - while gaining all the cost benefits. We're on track to deliver because these targets are visible to everyone and we are able to work across the Group to make sure that better practices in energy efficiency are widely shared – this effort has all the ticks," Valastro said.

Qantas recognised that only with baseline measurement could it determine what projects should be undertaken, what could be achieved and what tools and help were required. "Delivery is absolutely fundamental and successful execution means holding every division to account - so metrics are crucial," Valastro said.

The Benefits

- Impact of ICT energy measured for change
- Reduction in energy usage from 40,000 ICT assets equating to 1,000s of tonnes of CO2e
- Proof of reductions for NSW Energy Efficiency Credits

Products and services

- Fujitsu ICT Sustainability Framework
- Fujitsu Global Benchmark Reporting
- Green IT policy and Statement of Intent
- ICT Energy Baseline

Solution

With its proven environmental credentials, Fujitsu was contracted to help Qantas align its ICT strategies with corporate-wide sustainability goals.

Fujitsu's structured ICT Sustainability Framework set a 'Quick Start' benchmarking exercise as the precursor to a detailed assessment and strategic transformation of Qantas' ICT footprint. This Quick Start service collected information, analysed the results and delivered a report covering five areas- measuring and monitoring; how ICT is enabling the business; enterprise and data centre efficiencies; end user efficiencies; and the procurement lifecycle.

"The Fujitsu assessment helped give prominence to the environment as an ICT focus area. It's been a positive discipline having Fujitsu on the case with its team's knowledge and enthusiasm."- David Glover, Head of Technology Security, Risk & Safety for the Qantas Group

The Benchmark Report highlighted how Metrics is the key to success, and that ICT energy use must be visible and treated like any other financial account. Power management of ICT equipment is considered 'low hanging fruit' towards environmental improvement. Fujitsu was able to demonstrate how power management software, unlike the multiple year payback for most ICT purchases, returned on Qantas' investment in less than a year.

Qantas scored a very high Enablement score of 65 (out of 100) as Glover explains, "Technology underpins our every move. Smart analytics is changing the way we plan and respond."

The Index ranks highly those organisations, like Qantas, that use environmentally efficient datacentres such as the facilities operated by Fujitsu and others.

Glover said "We're working collectively as an organisation to trend use down. And we're helped by Fujitsu having very good policies and procedures in place for equipment life-cycle responsibility." marketing opportunity and harness undiscovered potential within your customer base.

Glover views the powerful Benchmark Report as "a very useful head start for us; it is providing the baseline and momentum for what we do. With Fujitsu's structured approach we can see it all in one picture and chart our direction."

The Fujitsu analysis pinpointed changes that immediately resulted in significant financial savings from the annual energy usage of 40,000 ICT assets – which also translates to reducing the production of CO2e by thousands of tonnes.

The Qantas sustainability strategy is speaking the language of business: its compelling message is dollar driven, with consequent benefits to the environment.

Over the past five years Qantas has virtualised its server fleet with the benefits of greater flexibility and speed of delivery, resulting in lower cost of delivery and power usage.

A move to the new Qantas Campus in early 2013 provided a sustainable fresh start for the organisation. Its series of purpose-built, environmentally sensitive office wings have sensor controlled lighting and effective management of printing and paper usage. In late 2013 the ICT division and its infrastructure will also move into new premises. Its 'best operation' approach includes maximising hot desking, lowering energy use, increasing collaboration and communications technologies, and having greater ability to measure and report. Qantas IT is to set an example of what can be achieved across the Group.

"Every one of our 35,000 staff uses technology in their workplace. If we can give visibility to environmental impact and encourage them to reduce energy use, people's behaviour will change."- David Glover

Plans will see the implementation of the Fujitsu ICT Sustainability Framework which includes a measurement and reporting tool. Specialist power management software, recommended by Fujitsu, will quantify power use, reduction strategies and savings. And, Qantas will soon be able to produce proof of its reductions and will be actively pursuing State Government energy efficiency credits.

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