

Fujitsu Sustainability

Know your ICT Energy

Do you know how much power your organization's information and communications technology (ICT) equipment uses? A better understanding of this can unlock significant cost savings.¹



Are your energy costs rising?

Organizations worldwide are seeing a dramatic increase in ICT energy costs as a result of a growing appetite for new technology, data and connectivity. To remain competitive in the face of rising energy prices, businesses need to better understand their energy costs and implement ICT energy-efficiency programs.

The facts

- Only 14% of CIOs worldwide have a good understanding of their ICT energy bills¹
- Organizations that know their energy bills can improve their performance on the Global ICT Sustainability Index by an average of 20% compared to their competitors¹
- In some industries, up to 80% of the average organization's energy use is for powering ICT equipment¹

The benefits

- Getting to know your ICT energy bill is an essential first step towards unlocking significant cost savings. It can also help your organization identify potential business cases for energy-efficiency programs and achieve a significant return on investment
- Highlight business areas in which energy reduction will have the biggest impact - for example, end-user computing or data centers
- Achieve smarter, more efficient lifecycle management of end-user devices
- Identify opportunities to optimize your data center
- Identify opportunities to save money and improve energy efficiency through cloud computing and outsourcing IT services
- Improve processes for managing energy usage and greenhouse gas emissions

How can Fujitsu help?

To help you get to know your energy bill, Fujitsu will assess your organization's ICT assets and energy consumption. We then provide a strategy for reducing energy costs in the short term and maximizing long-term savings opportunities.

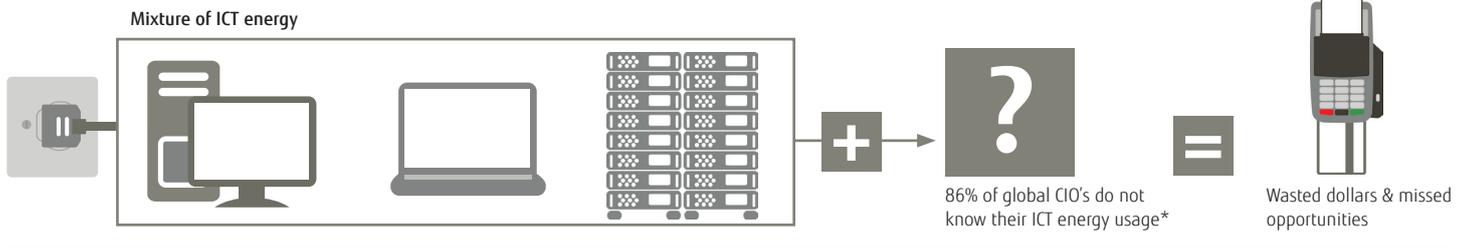
The assessment comprises the following steps:

- We inventory your hardware and software using appropriate tools, data templates, and conduct interviews or surveys with key stakeholders and management
- We then analyze your energy costs and greenhouse gas emissions to create a baseline
- We use comprehensive, scenario-based data analysis and data-modeling techniques to identify areas where you can quickly reduce costs
- We can also develop a longer term strategy for your organization to use its ICT assets more efficiently and maximize ongoing cost savings

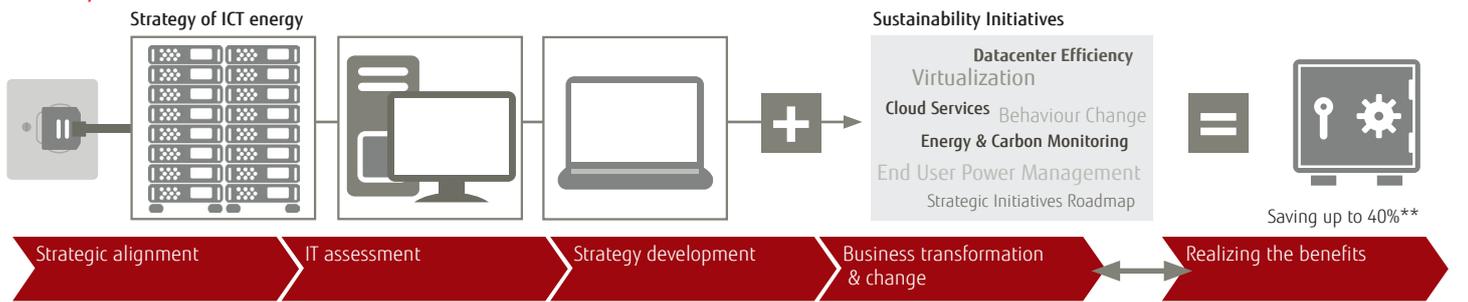
¹Fujitsu ICT Sustainability: The Global Benchmark 2011

Figure 1 – ICT Energy

Current State



Efficiency State



* ICT Sustainability: The Global Benchmark 2011

** Based on our average ICT energy savings when working with our customers using the ICT Sustainability Framework

Figure 1 above compares the 'current state' of energy usage – in which many organizations face rising energy costs – with the 'ICT energy-efficient state'. By using the Fujitsu Sustainability Framework along with tools such as consulting, applications, and other services, organizations can significantly reduce energy consumption and reinvest cost savings in future energy-efficiency programs.

Achieve measurable results

We have helped many organizations better understand their energy bills to gain cost savings and operate ICT equipment more efficiently. Below are examples of the savings identified for some of our customers.

- **Desktops** – achieving a return on investment in 1.5 years by implementing Fujitsu's Energy Management System (EMS) for desktops, monitors, and laptops.
- **Servers** – saving over 60% in energy costs and reduced carbon emissions through server consolidations.
- **Printers** – halving annual expenditure on electricity and paper for almost 3,000 print devices, and reduced annual energy consumption by 85%.
- **Hosted data center assets** – saving 50% in ICT operational costs, and outsourced management of greenhouse gas emissions through Fujitsu's asset consolidation solution.
- **Peripherals** – reducing electricity costs by 15% – with no capital

expenditure – through energy management policies.

- **Point of Sale (POS)** – reducing annual electricity consumption by 52% and significantly cut carbon emissions by replacing POS systems.

About Fujitsu

Fujitsu began implementing sustainable business practices in 1938. Our consistent, genuine and long-term sustainability vision and strategy is paying dividends for our customers and has resulted in worldwide recognition. As a result of its world-leading green governance and carbon reduction programs, Fujitsu is highly ranked by Gartner, the World Wide Fund for Nature (WWF), Computerworld, and Newsweek. Fujitsu is:

- Ranked number one on the Top 12 Green-IT Vendors list by IDG's Computerworld for the second year running
- Ranked 13 of 500 in the Newsweek Green Rankings 2011
- Recognized as a leading vendor in the Gartner and WWF report 'Low-Carbon and Environmental Leadership in the ICT Industry 2010'
- At the forefront of developing green-ICT initiatives and helping customers reduce greenhouse gas emissions. We have set global emissions reduction targets for our customers.

For more information, please go to 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.

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