"Fujitsu has helped to provide Crown with the tools the business needs to begin the journey towards sustainability, with a goal of reducing energy and gas consumption by at least ten per cent."

Jonathan Wood
Group Manager, Sustainability,
Crown Resorts

Crown Resorts undertook the Fujitsu ICT Sustainability Benchmark to understand where it could become more environmentally friendly to lower energy consumption.

At a glance

Country: Australia
Industry: Integrated Resort/Tourism
Founded: 1997
Employees: 15,000+
Website: www.crownresorts.com.au

Challenge

As one of Australia's largest employers, Crown Resorts wanted to take its environmental responsibility seriously. However, when it came to ICT, the company lacked the tools and insight into how it could best use technology.

Solution

The Fujitsu ICT Sustainability Benchmark produced a current state of Crown Resorts' technology use, including a benchmark of its ICT Sustainability readiness and maturity relative to Fujitsu's database of over 2,500 other organisations across all industry sectors in nine countries.

Benefit

- Formulated a five-year plan to reduce energy consumption by ten per cent

- Power management and ambient temperature control are making an impact on energy use

- Tangible KPIs against which environmental progress can be measured

- Sustainability reports are accurate and consistent

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Customer

Crown is one of Australia's largest entertainment groups. Its core businesses and investments are in the integrated resorts sector. Crown wholly owns and operates two of Australia's leading resorts, Crown Melbourne Entertainment Complex and Crown Perth Entertainment Complex. Crown also fully owns and operates Crown Aspinall's in London. It also has a portfolio of other gaming investments that complement its business.

Products and services

- Fujitsu ICT Sustainability Benchmark
- Sustainability Consulting

Challenge

Crown Melbourne remains Victoria's largest single site private sector employer, with more than 9,400 people working on site. It takes its social responsibilities very seriously and its prime directive is to become a leader in sustainability and demonstrate a commitment to labour and human rights, however, its approach to ICT lacked coherence.

"When it came to ICT, we lacked the knowledge and insight but obviously there are huge environmental gains to be had when it comes to using technology," explains Jonathan Wood, Group Manager, Sustainability, Crown Resorts. "The business was required to develop a five-year plan that would help to rationalise ICT use and minimise energy consumption."

This uncertainty led Crown to apply for the Fujitsu ICT Sustainability Benchmark programme in order to identify where the company could quickly make impactful wins.

"Although Crown had introduced eWaste and energy initiatives, the management of its 6,000 devices required a review as it was not utilising them to the best advantage, including the peripheral data centres beyond temperature set-points. It hadn't even thought about enablement as a way of working smarter," adds Wood. "The Fujitsu ICT Sustainability Benchmark provided a fantastic opportunity to explore these areas in more detail."

Solution

Based on quick surveys and short focused interviews, the ICT Sustainability Benchmark produced a current state of Crown's technology use. This included a benchmark of Crown's ICT Sustainability readiness and maturity relative to the Fujitsu database of over 2,500 other organisations across all industry sectors.

"The project began with several conference calls to establish the process and roll-out plan, which were then followed by meetings to evaluate the situation and ensure the plan was suitable to the needs of the business," says Wood. "Then Fujitsu began the important work of gathering the relevant information via a series of interviews across the business – from the Group CIO down."

Following this procedure, Fujitsu returned with a comprehensive outline of what short-term aims could be accomplished as well as longer-term initiatives. This report also included detailed information relative to the hospitality sector with key impact areas defined graphically and specific opportunities weighted by priority, providing the company with a visible sustainability roadmap with tangible opportunities to execute against.

"It was tailored very specifically to Crown's needs and positioned the business in the context of other companies with 2,000-plus employees, which helped highlight areas for improvement," continues Wood. "It was a very digestible report which enabled Crown to define achievable objectives in the field of sustainability."

Benefit

The Fujitsu ICT Sustainability Benchmark report has set Crown on the path to becoming a more thoughtful and environmentally friendly organisation. The first initiative to emerge from the process is a power management programme for the end-user fleet. It has also produced recommendations relating to how IT supports environmental objectives in other parts of the business.

As a result of a key recommendation from the benchmark we have introduced Cisco power management which promises to cut costs and minimise energy consumption but we are also looking at areas such as the management of hotel room heating and cooling," remarks Wood. "Essentially, Crown has been able to formulate a five-year strategic plan which outlines individual programmes that will make the business more sustainable."

This new approach, based on Fujitsu insight and analysis, provides stakeholders with KPIs against which progress can be measured; at the same time, reports can be submitted more consistently and accurately when it comes to tracking vital fields such as eWaste or power consumption.

"Fujitsu has helped provide Crown with the tools to begin the journey towards sustainability with a goal of reducing energy and gas consumption by at least ten per cent," comments Wood. "Optimising heating and cooling in the hotel rooms and data centre will go some way to meeting that objective, combined with dramatically lowering ICT device power usage."

With a comprehensive framework in place, Crown is well placed to take the next strides towards becoming a more environmentally friendly and efficient operation. Simple steps such as introducing metering in the data centre are already having a tangible impact while the company is also considering longer term initiatives such as agile working.

"Fujitsu has proven very collaborative and constructive in helping us define our ICT sustainability needs," concludes Wood. "It has given Crown a solid platform on which we can build for the foreseeable future."