

Case Study

Toyota – Green IT enabling business sustainability

»It’s an opportunity for an IT department to move from a more reactive approach. It builds on the business’ existing environmental strategies and also outlines a framework for collecting information on emission and carbon trading.«

James Scott, CIO, Toyota Motor Corporation Australia



Toyota Australia already has an excellent reputation for their sustainable approach to business. In 2005 they developed their five year Environment Plan and have been reporting their progress each subsequent year in their annual Sustainability Report. Toyota wanted to develop specific sustainability strategies for IT at their three main Victoria sites to ensure that IT contributed to meeting the targets in their five year Environment Plan.

Identifying the savings

Toyota asked Fujitsu to help them assess the environmental risks and opportunities within their IT estate. We conducted in depth interviews and used assessment tools to build up a clear picture of the various strengths and weaknesses of the current approach to IT with regards to its environmental impact.

From this assessment our consultants worked with Toyota to formulate a Sustainable IT strategy which linked directly to their existing strategies and outlined a number of actions, projects and programs that can be implemented to achieve significant cost and green house gas emissions savings.

The results – A strategy that delivered

- Statement of Intent for Green IT
- Green IT vision statement for Toyota’s IT department
- Baseline assessment of energy consumption, cost and GHG emissions of all IT owned equipment
- Documented series of short and long term initiatives to reduce GHG emissions at Toyota
- Initiatives charted by potential GHG reduction, time required and risk
- Detailed recommendations on additional initiatives for sustainable business

The customer

Country: Australia
 Industry: Motor
 Founded: 1958
 Website: <http://www.toyota.com.au/home>



The challenge

How can a sustainable approach to IT contribute to Toyota’s Environmental Plan, to cut costs and GHG emissions?

The solution

Fujitsu’s Green IT framework, a consultancy lead approach leveraging our extensive experience in Strategy, Change and Value Management combined with our IT and environmental expertise.

The results

- Savings potential of 43% with respect to cost, GHG and electricity consumption through the implementation of office-based IT equipment initiatives
- Further reductions will be realised through changes to the server room and the buildings themselves
- The key role IT will play in meeting Toyota's corporate environmental objectives, including carbon emission reduction targets, has been defined and highlighted
- Business has greater understanding and emphasis of Green IT through the statement of intent and related communications

Our experience

- Fujitsu is a global leader in sustainability and has been listed on the Dow Jones Sustainability Index since its inception in 1999 and every year since
- Gartner has identified Fujitsu as a company whom others should look to when establishing their own Environmental policies
- Fujitsu is a member of Climate Savers Computing Initiative and Green Grid. Through these groups and through our own research and development activity; Fujitsu is leading the world in defining the standards for green computing
- Fujitsu manufactures some of the most environmentally friendly PCs and Servers in the world with its "Super Green" products

Our approach

Fujitsu's consultancy lead approach outlines the journey, tools and techniques to prepare businesses for a carbon-constrained future. The assessment process identifies risks and develops appropriate mitigation strategies. It also identifies new business opportunities for improvements.

Our established expertise in change management and benefits realisation means organisations not only successfully make the transition to a sustainable company but also allows them to predict, track and measure the outcomes and benefits along the way.

Fujitsu has the depth and breadth of capability to help organisations large and small to identify the correct strategy to ensure both sustainability and profitability.

In collaboration with



TOYOTA

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