Realise the full range of business benefits with Fujitsu’s Green IT Framework

Private and public sector organisations continue to be challenged to reduce emissions, decrease operating costs and achieve regulatory compliance, all at the same time. Fujitsu has created a comprehensive Green IT Framework to help you achieve these results – and turn Green IT from a potential burden into a business opportunity.

The Green IT Framework allows you to identify, cost, plan, and realise business benefits from an investment in Green IT initiatives. Successfully deployed, these will enable you to drive down costs and reduce carbon emissions and waste.

A proven, cost-effective approach
Our Green IT Framework is underpinned by proven Fujitsu tools and analytics which accurately identify cost savings and associated reductions in the environmental impact of IT.

We work closely with you to shape and implement your Green IT programme. Our framework, which can accommodate your existing initiatives, is flexible and can be deployed as a single engagement or in discrete phases. Fujitsu also recognises that technology, people and process change are essential to deliver the business benefits of Green IT and our framework links all three.

Benefits of our Green IT Framework

Completing all of the phases of the Green IT Framework will provide you with:

- A vision for Green IT that is communicable to IT and business stakeholders
- A prioritised programme of Green IT initiatives aligned to your organisation’s business strategy, corporate responsibility goals and UK environmental legislation
- A detailed baseline of the current (and where required, historic) cost, environmental impact, and energy consumption of your IT function
- Business cases for change strengthened by the inclusion of environmental impact and associated cost benefits
- A detailed transformation plan which ensures that Green IT initiatives are sponsored and changes are implemented as efficiently as possible
- Active benefits monitoring to ensure that the Green IT programme can demonstrate real cost and environmental savings
- A readily available source of Green IT expertise

Green IT Framework

Strategic Alignment | IT Assessment | Strategy Development | Business Transformation & Change | Benefits Realisation

shaping tomorrow with you
Green IT Framework

The five phases of our Green IT Framework

1. **Strategic Alignment:** Through structured interviews with IT and business executives we determine how Green IT supports your organisation’s business strategy and how IT can assist in the realisation of your sustainability goals. A plan and targets are developed to deliver measurable Green IT outcomes.

2. **IT Assessment:** Your current IT carbon footprint including energy consumption, waste, water usage and costs are analysed using Fujitsu’s Green IT Assessment tool. Where required, a historic baseline can be established. A range of improvement initiatives are identified and the associated environmental and cost benefits are quantified and agreed.

3. **Strategy Development:** A detailed Green IT strategy is created which prioritises the initiatives identified during your Green IT Assessment based on alignment with strategic intent, resource, consumption and risk.

4. **Business Transformation and Change:** Implementation and change programmes, which are tailored to your organisation, are created. Communications will ensure that business leaders are committed, solutions are sponsored, and changes are adopted.

5. **Benefits Realisation:** Carbon reduction and cost savings arising from initiatives are monitored and reported throughout the Green IT delivery process. Tracking of the benefits realised is pivotal to maintaining the engagement of stakeholders, and proving that business goals have been achieved.

Why Fujitsu is your ideal partner

Fujitsu has a proven track record in delivering successful Green IT programmes with our customers. Our expertise means you can be confident that your investment in Green IT will result in tangible savings, and enable the business to become more sustainable.

With Fujitsu on your side, you work with an open, collaborative partner who is also a global leader in sustainability. We have been listed on the Dow Jones Sustainability Index since its inception – evidence that sustainability is at the core of our organisation, and also in the systems, services and products we provide for our customers.

“We need to build a low-carbon economy that will drive economic recovery, deliver energy security and meet our ambitious climate change targets. Leaner and greener businesses across the country are therefore not just an exciting example of Great British innovation, they are a non-negotiable part of our long-term economic recovery.”

*Greg Barker, Minister of State for Energy and Climate Change*

“I don’t want to hear warm words about the environment. I want to see real action. I want this to be the greenest Government ever. Today, taking our lead from 10:10 I commit us to a 10% reduction in carbon emissions across Central Government in the next twelve months.”

*David Cameron, Prime Minister*

“At Qantas, we want to achieve world-class environmental performance in our business, and technology is critical in achieving this goal. Fujitsu demonstrates a well thought-out approach to partnering with us on this in an innovative way.”

*Chris Seller, Chief IT Architect, Qantas Airways Ltd*

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