Introduction
Going green is the process of pursuing the path to sustainability. A popular definition for sustainability came from the 1992 Earth Summit – “meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.”

The bad news about the environment according to Daniel Sitarz, author of *Greening Your Business*, is that “every environmental problem that we face today as a society has its root cause in a conscious business decision.” Environmental problems include:

- Global warming
- Water pollution
- CO₂ emissions
- Air pollution
- Depletion of natural resources and deforestation

The good news according to Daniel Sitarz, author of *Greening Your Business*, is that “every environmental problem that we face today as a society has its root cause in a conscious business decision.” Yes, the good news and the bad news are the same. While business is the most significant contributor to our environmental problems, it can make the most significant contribution to the solution. The solution to our environmental problems is to make better business decisions. Making better business decisions today can help control and reverse the business decisions of yester years that are contributing to the environmental problems we face today.

Organizations of all sizes from SMBs to the Fortune 500 can help resolve the world’s environmental issues by making environmentally conscious business decisions. One of the best business decisions you can make that can have a significant impact on the environment is to reduce your reliance on paper.

Despite predictions that the digital revolution would obsolete paper, paper remains pervasive in business today. Global paper consumption has increased dramatically over the past decade. According to the 2007 report on the State of the Paper Industry, “our use and disposal of paper can have enormous impacts. These include loss and degradation of forests that moderate climate change, destruction of habitat for countless plant and animal species, pollution of air and water with toxic chemicals such as mercury and dioxin, and production of methane – a potent greenhouse gas that emits as paper decomposes in landfills.”
Making a conscious business decision to reduce your reliance on paper can result in fewer trees being cut down, substantially less consumption of natural resources such as water and energy, and fewer pollutants.

The way to reduce reliance on paper is to not print information that is born digital and to convert paper-based information to digital so a single copy can be stored, managed and delivered.

While reducing reliance on paper demonstrates social responsibility and is a sound environmental initiative, it is also a savvy business decision. Driving paper out of core business processes can result in significant cost savings, streamlined business processes, compliance with regulatory guidelines and increased productivity. Reducing paper is a win-win for businesses environmentally and economically.

This white paper will explore Fujitsu’s commitment to the environment and to social sustainability as demonstrated by their earth-friendly business practices and by leveraging their Information Technology (IT) expertise to develop products that help customers reduce their environmental impact with an emphasis on their products that can help your organization reduce its reliance on paper.

Our Global Commitment
Headquartered in Tokyo, Fujitsu Limited is a leading provider of IT-based business solutions for the global marketplace. With approximately 175,000 employees supporting customers in 70 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers.

Information technology today is transforming business, our personal lives, and society itself. Today there is a growing awareness of the key role IT can play in reducing society’s burden on the environment. Fujitsu recognizes its responsibility as a leading provider of IT solutions. Fujitsu’s top three priorities are:

- To focus on the customer’s customer
- To adopt a global perspective
- And a commitment to environmental sustainability

Fujitsu has made a conscious business decision, a commitment, to help solve the environmental problems the world faces today and they have made it a priority.

Fujitsu is fulfilling this commitment in two ways:
- By reducing their environmental impact resulting from their business activities
- To help customers reduce their environmental impact
Fujitsu Group Environmental Policy

**Philosophy**
The key elements of Fujitsu’s Environmental philosophy are:
- To use their technological expertise in IT to promote sustainable development
- To observe all environmental regulations
- To pursue environmental protection activities
- To strive to safeguard a rich, natural environment for future generations

**Principles**
The principles supporting this philosophy are:
- Reduce the environmental impact of their products throughout their entire lifecycle
- Conserve energy and natural resources
- Practice a 3R approach (reduce, reuse, recycle)
- Create best-of-breed eco-friendly products
- Eliminate the use of harmful chemicals or waste
- Help customers reduce their environmental impact through IT products and solutions
- Encourage employees to work at improving the environment
- Disclose environment-related information

Fujitsu has established two green policies or initiatives. One targets the year 2020 and the second 2100.

**Green Policy 2020**
The vision of Green Policy 2020 is to make a significant contribution to meeting the challenge of creating a prosperous, low-carbon society. The specific goals of this policy are:
- To pursue internal reforms to achieve energy efficiency in all business areas
- Provide advanced, energy-efficient technologies and solutions that lower worldwide greenhouse gas emissions
- Implement initiatives to preserve biodiversity

**Green Policy 21**
The vision of Green Policy 21, also called Green Policy Earth, is to contribute to the creation of a sustainable environment for future generations. This policy is bound by the slogan “we make every activity green.”
The four core components of this policy are:

- **Green Factories** – environmentally conscious manufacturing limiting resource consumption and reducing emissions.
- **Green Products** – eco-friendly products that reflect environmental considerations such as energy savings, 3R design and that do not use hazardous chemicals. Fujitsu has developed two product categories – *Green and Super Green*.
- **Green Solutions** – that help customers reduce their environmental burden.
- **Green Management** – Fujitsu has implemented an environmental management system and holds worldwide compliance with ISO 14001.

*Environmental Emblem*

To stimulate environmental consciousness and to demonstrate Fujitsu’s commitment, they have designed an environmental emblem. It consists of a miniature earth, a pair of eyes and the infinity symbol which is used in the Fujitsu logo. The meaning is Fujitsu will always conduct its business *caring for the earth*.

*Fujitsu Green IT Leader*

Fujitsu was selected in 2008 and 2009 as one of the top Green-IT organizations by IDG’s Computerworld. Fujitsu was selected based on its approach to meeting environmental challenges.

*Our Customers and the Environment*

Fujitsu recognizes the greatest environmental benefits can be achieved by focusing internally on environmental issues and then extending those focuses externally to customers. Central to Fujitsu’s environmental strategy is to use their IT expertise to develop products that help customers reduce their environmental impact.

Fujitsu is an established leader in the Document Imaging industry delivering innovative scanning solutions that help customers solve a major environmental issue – paper consumption.

*Problem*

Paper has been a major part of our lives personally and professionally. Paper remains pervasive in business. Organizations rely on paper for historical reference, legal discovery, proof of business activities and to demonstrate compliance with regulations and guidelines. Many mission critical business processes are initiated by paper. Think about a job application, purchase order, or invoice. Despite predictions of the paperless office, many organizations remain buried in paper.

Here are a few startling statistics regarding paper consumption:

- The average office worker uses 10,000 sheets of paper per year (Xerox)
- 45% of documents are thrown out within 24 hours of creation (Xerox)
- The U.S. used 8 million tons of office paper in 2004 (NADEP: Environmental Program)
- The number of pages consumed in the U.S. is going up at a rate of 20% per year
- The U.S. and Western Europe are the greatest consumers of paper per person (Environmental Paper Network)
- Global paper consumption has increased dramatically over the past decade
- Paper consumption is growing most rapidly in China and India (2007 State of the Paper Industry)
- 62% of organizations report paper consumption remains the same or has increased (AIIM Document Scanning & Capture 2009)

Manufacturing the paper the world cannot seem to get enough of is having a serious impact on the environment. Papermaking requires enormous amounts of water, energy, chemicals, and wood resources and produces various wastes and emissions.

Here are a few statistics regarding the impact of paper manufacturing on the environment:
- 1 tree yields 8,333 sheets of paper
- It takes 768 million trees to produce the world’s annual paper supply (conservationtree.com)
- The typical office disposes 350 pounds of waste per employee per year (Natural Defense Council)
- The paper industry:
  - Accounts for 12% of total manufacturing energy
  - Is the largest user per product ton of industrial process water
  - Is the fourth largest emitter of greenhouse gases (2007 State of the Paper Industry)
  - Is the fourth largest user of energy (Environment Defense Fund)

To further substantiate the case for reducing reliance on paper we should look at the economic impact of paper-based business processes.

Here are a few facts that reveal the costs of paper in business:
- The average document is photocopied nine times (Gartner)
- It takes seven minutes to fax a three page document (Davidson Consulting)
- The cost to fill a four drawer filing cabinet is $25,000 and it costs $2,000 per year to maintain (futurelawoffice.com)
- The cost to file a document is $20
- The cost to search for a misfiled document is $120
- The cost to recreate a lost document is $250 (Inc. Magazine)
- Companies typically misfile up to 20% of their records (ARMA International)
- Average cost to send a package via a courier service is between $8 and $15
- Office occupancy costs in the U.S. range from $14.28 per square foot in Columbus, OH to $68.63 per square foot in Midtown New York (Global MarketView Office Occupancy Costs, May 2009)

Additionally, if you consider the costs of photocopying, printing, faxing, transporting, storing and disposing paper, you will find a very compelling business case for reducing paper consumption.
Solution
While going completely paperless may not be a realistic goal for many, there are two action steps every organization can take to reduce their reliance on paper.

The first is to avoid printing information that is born digital including web content, email and electronic documents. According to Cap Venture “80% of information is still retained on paper even though 80% of the documents we work with are already in a computer somewhere.”

The second action step is to reduce paper use through electronic filing and storage. Document Imaging, a core component of Enterprise Content Management (ECM), can be used to convert paper to digital resulting in a single copy being stored, managed and delivered without being printed, copied and shipped. These two action steps can significantly help your organization move toward going green and so much more.

Document Imaging is a combination of hardware and software that transforms paper into business-ready content. You can scan-to-image or scan-to-process to support document centric business processes. Both deliver strong value resulting in environmental and economic efficiency.

Benefits
These are some of the benefits that can be achieved by reducing reliance on paper through the use of Document Imaging:

- **Environmental:**
  - Save trees
  - Save natural resources including water and energy
  - Reduce waste
  - Reduce water and air pollution
  - Decrease carbon footprint
  - Create sustainability

- **Economic:**
  - Reduce costs
  - Increase productivity
  - Improve business processes
  - Enable collaboration and communication
  - Improve content accessibility and security
  - Reduce onsite and off premise storage
  - Reduce time and expense of courier services
  - Comply with current and future environmental regulations
  - Improve employee motivation and morale
  - Enhance credibility with customers and other company stakeholders

Return on the Investment
Implementing document imaging to reduce paper consumption can translate into immediate and long term cost savings. Here are some factors to consider in evaluating the return on the investment:
Reducing paper consumption by 8,333 sheets results in saving one tree

Cost of printing – equipment, maintenance, and supplies (approximately $18.00 per 1,000 sheets)

Cost of photocopying – equipment, maintenance, supplies, and employee time

Cost of faxing – equipment, maintenance, supplies, phone, and employee time

Distribution – envelopes, postage, and courier services (note: document imaging solutions often pay for themselves through savings in courier and shipping as well as reducing transportation’s carbon footprint)

Storage:
  - On premise – office space, energy to light and control temperature, filing cabinets, storage boxes, and supplies
  - Off-site – office space, energy, supplies, and transportation to and from

Disposal – shredding and removal

**Getting Started**

Fujitsu has a network of knowledgeable value added resellers (VAR) that can help you assess your paper-intensive business processes, design and deploy Document Imaging to address them, and can perform a thorough benefit realization and payback analysis.

**Customer Testimonials**

Below are testimonials from several customers who have experienced significant environmental and economic benefits as a result of implementing Document Imaging.

*Shumate Mechanical*

Shumate Mechanical provides a full range of HVAC products and services to residential, commercial and industrial businesses in Atlanta and throughout Georgia. As a growing company with multiple locations, they also wanted to find a solution to enhance their communication throughout the company and gain visibility to all the documents that were moving between the different locations. The physical movement of documents between departments and locations was beginning to become a bottleneck, which affected their ability to bill, and realize revenues, in a timely manner. Environmental responsibility and the movement to “going green” was also another important initiative for Shumate.

Now, Shumate’s corporate culture has adopted the paperless environment. Hard copy documents coming from vendors and other external sources are immediately scanned into doc-link™, an integrated document management and workflow system by Altec, using Fujitsu desktop scanners so that electronic versions can be processed. “The scanners have no doubt increased efficiency and improved business processes; the cost savings we’ve incurred continues to validate our decision.” Aside from the efficiency and visibility of scanning and processing documents electronically, Shumate has been able to free up over 500 square feet of valuable floor space which was previously used for filing purposes.

*Swedish Medical*

Since 1910, Swedish Medical Center has been a hallmark of excellence in healthcare. With over 70 clinics and four hospitals locations, Swedish is the largest, most comprehensive, nonprofit healthcare provider in the Greater Seattle area.

As a direct result of Swedish’s large number of clinics and hospital locations, their staff was constantly doubling their efforts to process and share critical documents that affected the care of their patients.
In 2005, Swedish Medical Center embarked on a fresh and innovative journey that changed the way they managed workflow. Swedish was in search of a more efficient system for managing the flow of their documents to boost productivity within their hospitals and clinics. In addition to implementing an Electronic Medical Record system, Swedish used Document Imaging to store records in a central repository for quick and easy access.

Swedish Medical Center has implemented over 240 Fujitsu document scanners into their various locations and has digitized over four million pages of documentation eliminating the need for photocopying and faxing. Swedish’s transition has equipped staff within the various clinics with the resources to decrease the time that it took to manage and retrieve health records and claims and increase workflow, patient uptime, safety and satisfaction. Moreover, personnel spend less time searching for paper charts and gained the ability to access medical records from many locations. Swedish Medical Center has also freed up time to channel their efforts on creating a greener workplace. “It’s a really huge win for customer service, staff time, and – of course – paper reduction.”

Scofield Timber
Scofield Timber was founded almost 40 years ago out of the realization that timber harvesting techniques available at the time possessed many drawbacks – not well suited for sensitive properties and often left land diminished of its value. As one of the first companies in the Atlanta metropolitan area to challenge the traditional methods of timber harvesting, Scofield quickly grew as a leader helping to open new markets for landowners, while also preserving the land value.

The overall process of harvesting timber – from beginning to end – generates a multitude of paper documents and requires immense organization to manage. Scofield began to explore a new document workflow system to address this paper-intensive environment. Scofield realized that document scanners could help expedite the timber harvest-to-sale process, while also eliminating the delay in waiting for tickets in the mail, filing invoices and contracts, locating misplaced files, and accessing imperative documents while on project sites.

Within a year of deploying a solution, the company was almost entirely paperless, eliminating four oversized filing cabinets and freeing up valuable space. Scofield has gained tremendous efficiency, while also reducing the amount of paper used in the organization and ultimately impacting the bottom line of its business. Additionally, Scofield has gained tremendous environmental benefits in reduction of paper consumption.

The complete case studies for these customer implementations are available from our website at http://www.fujitsu.com/us/about/platforms/fcpa/medias/casestudies/.

Our Products and the Environment
A priority for many organizations today is to purchase eco-friendly products. In many cases eco-friendly is equal in importance to price and performance.

Fujitsu has a legacy of providing the best scanners in the industry based on price and performance. Fujitsu exercises great caution to manufacture these scanners in harmony with nature. Fujitsu’s
document scanners help customers achieve a more efficient business environment and help them reduce their environmental impact.

Fujitsu scanners are also eco-friendly products that reflect environmental considerations such as energy savings, 3R design (reduce, reuse, recycle) and do not use hazardous chemicals. As a hardware manufacturer we assume the responsibility for our products throughout their entire lifecycle – from creation to disposal.

Fujitsu consistently works to improve the “green” attributes of their scanners. The following are some of the advanced eco-friendly features you will find in the Fujitsu document scanners. Please refer to each product’s specification for features specific to that model.

- Energy Star – scanners satisfy new certification criteria established in 2007 to better save energy
- Sleep Mode – decreases power consumption while not in use
- Start-up Time – ready to start operating within seconds of power-on
- RoHS – products and spare parts are compliant
- Packaging – scanner boxes are made from recycled cardboard
- Durability – more durable and repairable preventing premature disposal
- Duplex – scanning double-sided saves energy
- Network Attached – shared scanning devices reduces the number of electronic devices and reduces energy use
- LED – new ultra-bright lamp technology decreases power consumption
- Trade-In & Recycle – Fujitsu offers one of the most comprehensive take-back and environmentally safe recycling services for end-of-life IT equipment

About the Author
Pam Doyle is Director of Education and Worldwide Spokesperson for Fujitsu Computer Products of America. In her role as Director of Education, Fujitsu has supported her in providing training to over 1,400 individuals in the Capture industry representing customers, VARs, ISVs and Distribution partners.

In her role as Fujitsu’s spokesperson, she frequently shares her capture experience at numerous seminars and global conferences such as AIIM, ARMA and the ECM Show.

AIIM has awarded Ms. Doyle with its “Education” and “Distinguished Service” awards, and she was recently inducted into the AIIM Company of Fellows. These awards recognize Ms. Doyle’s vision and commitment to the advancement of the Capture Industry.
Reference Materials and Resources
The following books and websites have been used to research and develop the content of this white paper:

- Greening Your Business by Daniel Sitarz
- The 2007 State of the Paper Industry Report
- Global MarketView Office Occupancy Costs, May 2009
- www.environmentalpaper.org
- www.thepaperlifecycle.org
- www.greenbiz.com
- www.conservatree.com
- www.epa.gov
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- www.aiim.org
- www arma.org