

eClub March 2008
"IT & the Carbon Economy"

BUZZ SESSION SURVEY RESULTS



Virtual.Offis

INSTANT INFRASTRUCTURE

Introduction

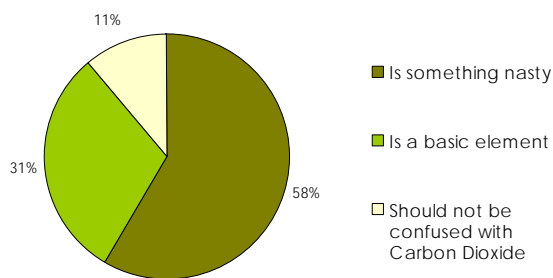
eClub is an open seminar run by Virtual.Offis which explores the issues and events affecting the market for ISVs, programmers and developers.

Virtual.Offis conducted a survey amongst the attendees from various companies including Australia Post, Carmichael Fisher, Macquarie Private Wealth and PK Business Advantage.

The 13 questions were asked to gain a better understanding of knowledge and opinions towards the carbon economy.

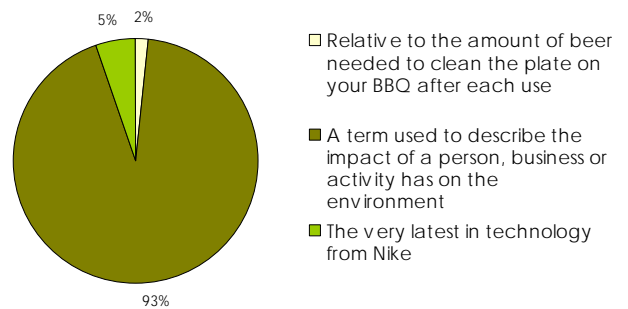
Carbon

What is carbon?



Carbon is a basic element and should not be confused with Carbon Dioxide..

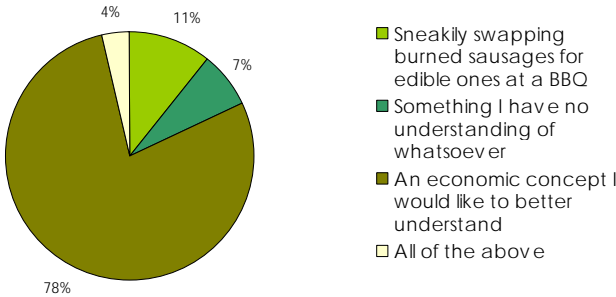
A carbon footprint is:



A carbon footprint is "a term used to describe the impact of a person, business or environment" – which 93% of attendees correctly selected.

Carbon

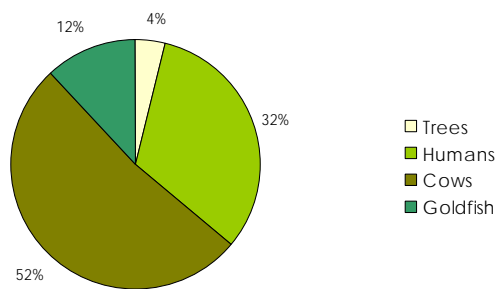
“Carbon Trading” is:



78% of attendees answered an “economic concept I would like to better understand”.

Carbon Emissions

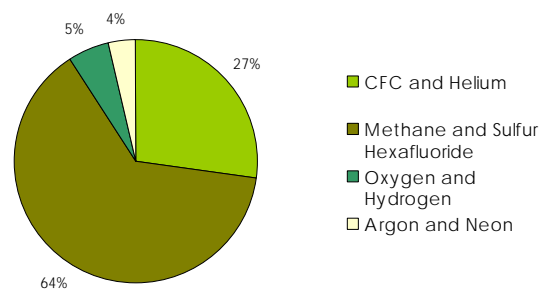
Which of the following is the largest single carbon emissions contributor?



There is a common disillusion that cows are the biggest contributors but in reality, humans are.

Any products that are manufactured, from clothing to processed food to the roads we walk on, contribute to emission of greenhouse gases.

Which two of the following gases does the Kyoto Protocol identify as having a large influence on global warming?



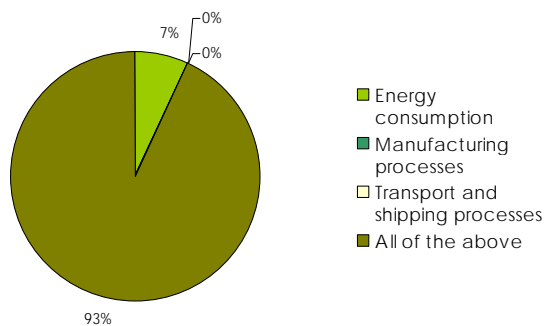
The correct answer is Methane and Sulfur Hexafluoride.

Methane gas can be commonly found when animals or human "pass air".

Sulfur Hexafluoride is colourless, odourless gas commonly used in the electrical industry.

IT & the Carbon Economy

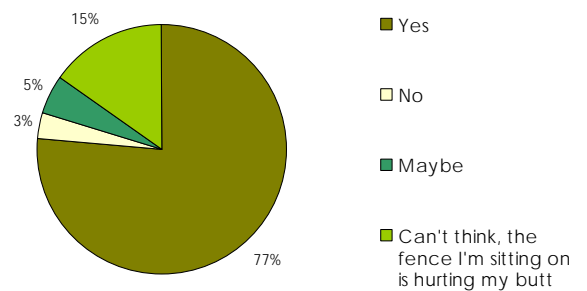
How does IT contribute to the emission of these gases?



92% of attendees correctly answered "all of the above".

In the Australian Computer Society's "Audit of Carbon Emissions resulting from ICT usage by Australian Businesses" report from August 2007, Australian Businesses use approximately 8 million tonnes of CO2 per annum.

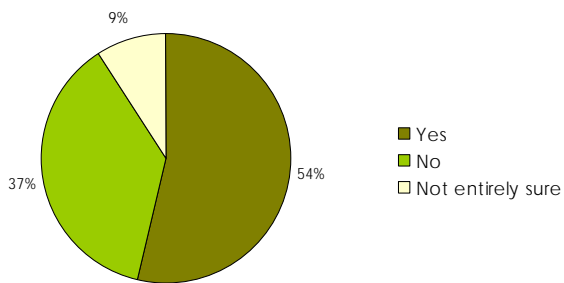
Should the IT industry take a leadership role in tackling climate change?



77% of attendees agreed that the IT industry should take a leadership role in tackling climate change.

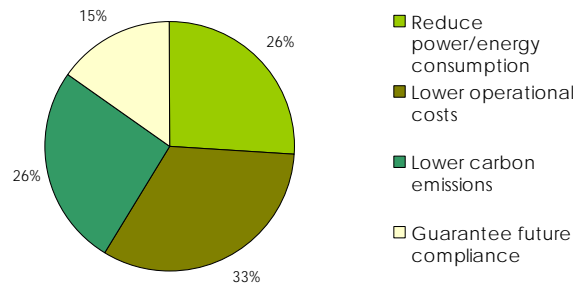
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Do you know what a Greenhouse Gas audit is?



- 54% of attendees knew what a Greenhouse Gas audit was
- 37 % of attendees didn't
- 9% weren't entirely sure

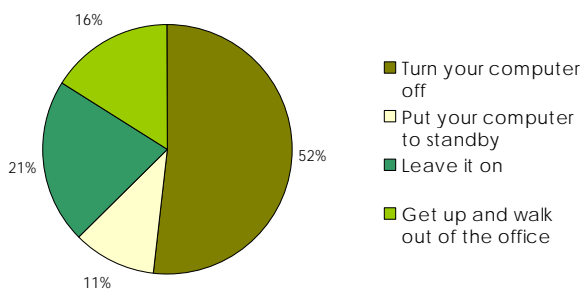
I would support moving forward with a carbon management plan in order to:



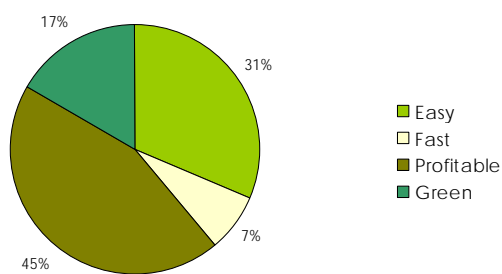
- 33% of attendees would move forward with a carbon management plan if it meant lowering operational costs
- 26% would move forward if it reduced power/energy consumption
- 26% would move forward if it lowered carbon emissions
- 15% would move forward if it guaranteed future compliance

IT & the Carbon Economy

At the end of your working day, do you:



Would you take action to prevent carbon emissions if it was:



An average PC is responsible for over 250kgs of CO2 each year.

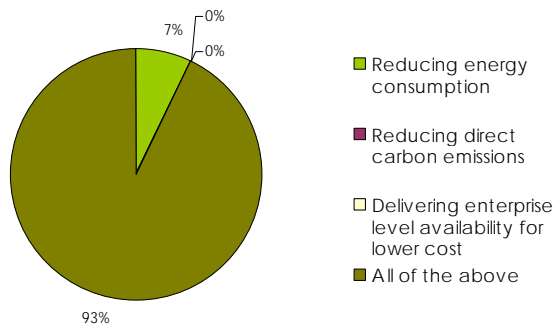
~ SOURCE: Carbon Free PC

- 52% of attendees turned off their computer
- 21% of attendees left their computers on
- 11% of attendees put their computers on standby

- 45% of attendees selected "profitable"
- 31% of attendees selected "easy"
- 17% of attendees selected "green"
- 7% of attendees selected "fast"

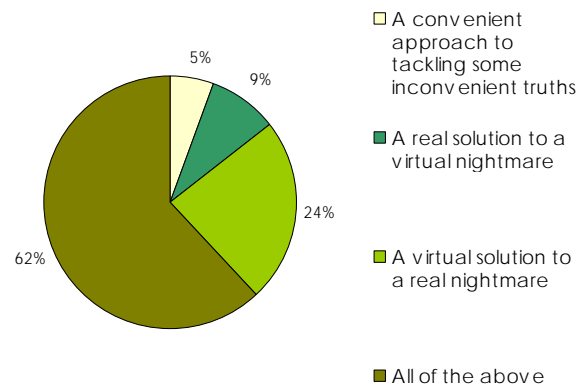
Virtual server

Virtual servers can help your business by:



Correct answer: All of the above

www.virtualserver.com.au is:



www.virtualserver.com.au is a convenient approach to tackling some inconvenient truths.

Its aim is to virtualise 1000 servers and reduce IT related greenhouse gases for SMB's by 80%.

About Virtual.Offis

Virtual.Offis is a premium Managed Service Provider specialising in hosted support of highly secure, instantly available and always online infrastructure for business critical systems and applications.

Virtual.Offis operates out of a utility grade data centre in Australia with direct access to the Verizon network (Southern Cross). The primary focus of Virtual.Offis is on the provision of outsourcing services provided under long-term contracts to undertake all or a part of the customers Internet/IT functions and requirements, across the IBM System x (Intel) and System i (AS400) platforms. Services include Managed Operations, IT Consulting, Security, Internet Related Services, networking and Disaster Recovery services.

The VirtualServer.com.au mission is to virtualise 1,000 servers and reducing IT related GHG emissions for SMB's by 80%

VirtualServer.com.au is giving our client base the opportunity to get ahead of the trend, and approach the carbon economy as an opportunity rather than a threat. For the IT industry, virtualization is the most appropriate, efficient, and effective way to address the carbon issue and to avoid the governmental and corporate restrictions likely to come.

IT businesses that make carbon-wise changes to operations stand to make further benefits – by reducing carbon emissions, businesses put themselves in the position to take part in carbon trading schemes.

Virtualisation lets one computer do the job previously done by many, by sharing IT resources across multiple environments. Virtual servers give you physical and geographical freedom by letting you access operating systems and applications from local and remote locations.

By looking at existing technology use and eliminating unnecessary consumption, your business can start moving to reduce GHG emissions and save money. According to VMware, the cost savings by moving into Green IT can be significant, roughly \$500-600 per server per year and these are only a part of the ROI of virtual infrastructure.

There are many benefits to your business that can result from choosing VirtualServer.com.au

For further information, please contact Virtual.Offis on 02 9776 2300 or visit www.offis.com.au