

Green IT Expo 2009 Confirms Green Technology Flourishes Despite Recession-Driven IT Cutbacks

*Green IT Expo 2009, 'Bottomline Benefits from Sustainable Computing'
10th and 11th November, Barbican Exhibition Centre, London*

Green IT Expo, the UK's first free-to-attend showcase of sustainable computing practices and IT solutions, has today announced the latest details and focus of its comprehensive 2009 programme. The event will highlight recent research by Ovum, Datamonitor's ICT advisory brand, that identifies significant opportunities for IT in fostering sustainable business practices and suggests Green IT is thriving despite the recession

Delegates at Green IT Expo 2009 will be invited to join a series of sessions and discussions led by some of the world's leading Green IT suppliers, government agencies and non-profit organisations. Delegates will learn about the most common challenges faced when implementing a more sustainable computing policy, as well as the ultimate benefits – increased operational efficiency, lower energy costs, widespread recognition as a 'greener' organisation and the short, medium and long term impact on the bottom line.

The opening keynote presentation comes from Warren Wilson, Senior Analyst at Ovum. Recent Ovum reports describe the emerging opportunities for IT vendors in helping organizations reduce environmental impacts, while new Datamonitor research suggests that despite reduced budgets, organisations are favouring Green IT that reduces capital expenditure and energy consumption.

Wilson comments, "IT systems are a significant consumer of electricity, so it makes both green sense and economic sense to improve their energy efficiency. IT also can facilitate environmentally friendly practices such as remote working and the virtualisation of key business processes. However, IT's biggest strategic contribution lies in its ability to quantify, monitor, control and report on the environmental impact of every corner of an organisation. Events like the Green IT Expo are of key importance if we are to successfully educate people in green matters."

CEO of environmental charity Global Action Plan and chair of the Environmental IT Leadership Team, Trewin Restorick, will discuss Green IT in the Government's Low

Carbon Transition Plan. Restorick, who has found that Green IT investment in public sector organisations is a priority, comments, "The Government has set out a clear roadmap detailing how they will hit ambitious plans to cut carbon emissions and IT will play a key role, as organisations could be hit with financial penalties if they operate energy inefficiently. Greener use of IT, such as SMART meters and WebEx type technology could contribute to a new low carbon economy."

CIO, Government Olympic Executive, Chris Chant whose presentation titled '*Why are we greening Government ICT*', will analyse the necessity of clear leadership and advice about Green IT, comments; "The recession has shown us that we have been living beyond our means – both financially and environmentally, so now is the time for Green ICT to act as an enabler for business change. Where leadership is needed across an organisation to not only reduce carbon emissions but increase efficiency, customer satisfaction and staff engagement."

Green IT Expo 2009 is set to be the primary forum for showcasing the 'greenest' in sustainable computing in the UK this year, with sponsors such as 1E, Cisco, Salisbury VCC and VeryPC exhibiting the very latest in energy efficient technology. The annual Green Supplier Award will also be presented on 10th November.

"As last year's winner of 'Green Supplier of the Year', 1E is delighted to be the Green Leader sponsor of Green IT Expo 2009," adds CEO of 1E, Sumir Karayi, "Having driven the IT power management agenda since the inception of 1E NightWatchman over ten years ago, we're proud to support an industry event that puts sustainable computing at the top of the agenda."

Green IT Expo 2009 is sponsored by 1E, AMD UK Limited, BCS, Capita Total Document Solutions, Microsoft, Iron Mountain, Cisco, Computer Aid International, IT-Energy, lenovo, Salisbury VVC, TCO, verismic, VersionOne and vmware.

Green IT Expo 2009 is organised by one of the UK's leading providers of focused business forums, Revolution Events, in association with *Datamonitor*, *WWF's global Climate Savers Computing Initiative*, *BCS/Carbon Smart*, *Action Sustainability and Global Action Plan*. Attendance to Green IT Expo is free of charge. For further information and to register as a delegate, please visit www.greenitexpo.com. To register as a member of the press, please contact greenitexpo@mccint.com.

About Green IT Expo

Green IT Expo is the UK's only free-to-attend showcase of sustainable computing practices and IT solutions, brought to you in association with the *Datamonitor*, *WWF's global Climate Savers Computing Initiative*, *BCS / Carbon Smart*, *Action Sustainability* and *Global Action Plan*.

Through a unique combination of complimentary seminars, supplier briefings and experience-sharing opportunities, this educational event is designed to help you:

- Understand the key challenges for IT departments and the industry as a whole
- Keep up-to-speed with significant developments at a local & international level
- Ensure compliance with the latest legislation and government directives
- Review a wide range of environmentally-friendly IT products and services
- Formulate sustainable IT strategies for the short, medium and long-terms
- Implement green initiatives that improve efficiency and reduce costs
- Harness the potential of IT to facilitate more responsible business practices
- Contribute directly to their organisation's wider social responsibilities

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