

Green IT Report  
Regional Data –  
United States and Canada

*Survey Results*  
*May 2009*

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## EXECUTIVE SUMMARY

Green used to be associated with the color of money. Today it also refers to responsible, sustainable energy practices. For enterprise IT, these two meanings are additive and complementary. In this year's annual **Green IT Report**, companies surveyed reported that for them, Green IT means lowering electric and cooling costs, as well as sustainable energy practices.

Symantec also found that Green IT has reached critical mass. Virtually all the companies we surveyed (97 percent) are discussing their Green strategy, with just one percent saying it is unimportant.

They are not just talking, either. Green budgets are on the rise and IT is more than willing to pay a premium on energy efficient products – as much as 20 percent more according to 41 percent of respondents. Finally, IT finds itself leading the way in corporate Green policy, which is not surprising given the important role that it plays in a company's operation and the price organizations find themselves paying for energy. In addition to having a seat at the corporate Green table, IT is also involved in a bevy of Green IT initiatives.

The key findings of the 2009 Worldwide Green IT Report are:

1. Green IT is now an "essential"
2. Green IT budgets are rising
3. IT is willing to pay a premium for green equipment
4. IT is at the heart of enterprise green efforts
5. Green IT initiatives are more of a priority

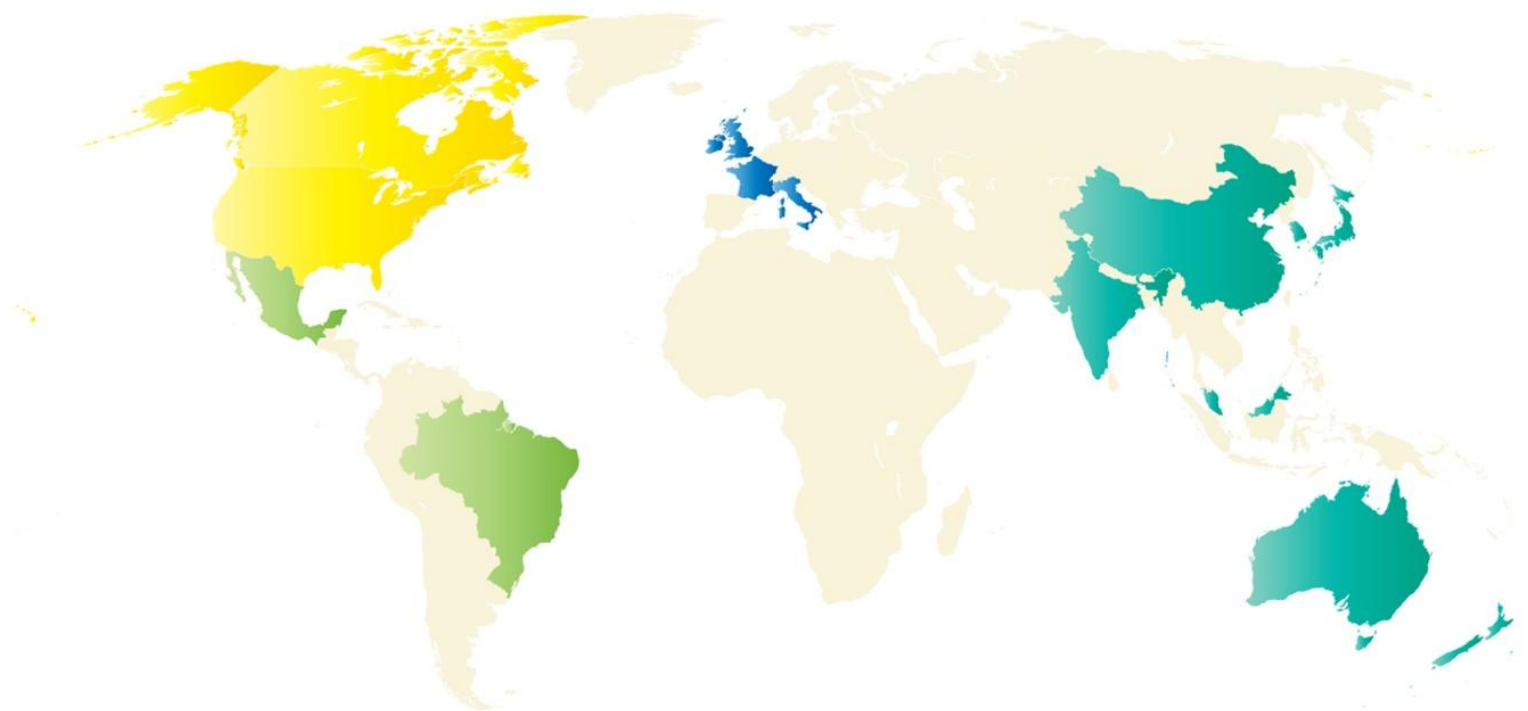
Today's IT professionals are finding lots of Green in their IT environment.

## METHODOLOGY

Symantec surveyed 426 companies in North America and a total of 1,052 worldwide. Applied Research was selected to perform the survey and targeted the following personnel:

- Companies with 1,000 or more employees
- Director, VP/SVP, or CIO/CTO
- Work for an IT department or a department that oversees IT

Applied Research fielded the survey by telephone from late February to mid-March 2009.



North America	
United States	389
Canada	37

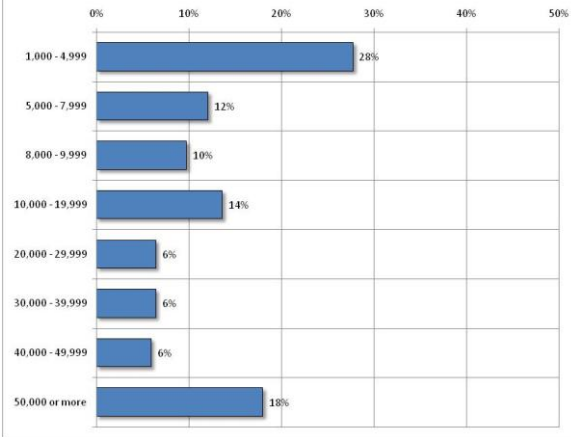
Latin America	
Brazil	37
Mexico	25

Europe	
United Kingdom	77
France	72
Italy	59

APJ	
Japan	123
Australia	50
China	48
India	33
South Korea	27
Malaysia	25
Singapore	25
New Zealand	25

## DEMOGRAPHICS

**P1: Roughly how many employees does your organization have, including those in all of its subsidiaries, divisions, and branches worldwide?**

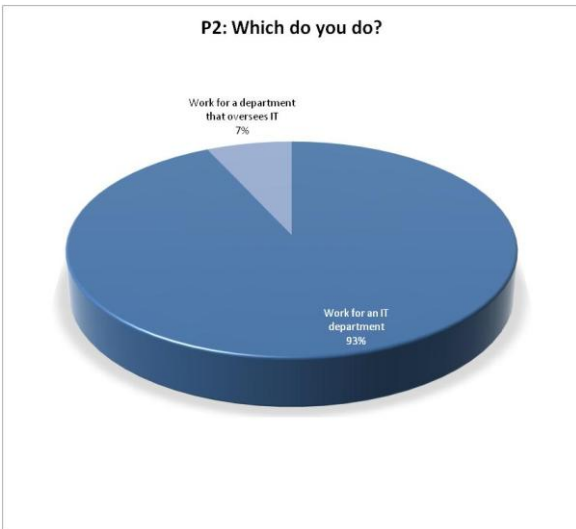


Symantec spoke with 1,052 companies worldwide, 426 within the United States and Canada. The companies ranged in size from 1,000 to more than 50,000 employees, with the median company having 10,000 employees.

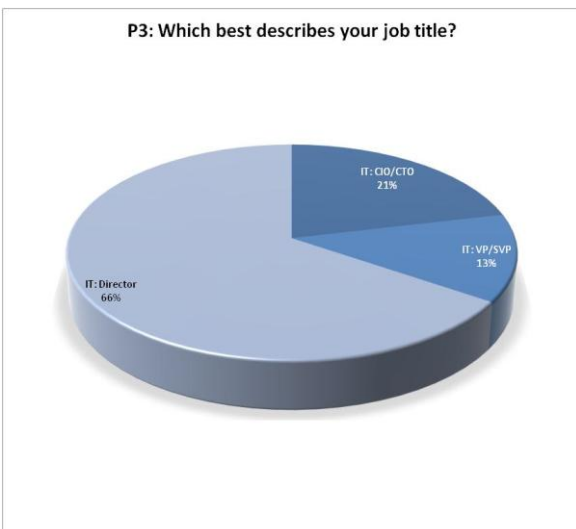
Two thirds of respondents from the United States and Canada were directors. Thirteen percent were VPs/SVPs and 21 percent were CIOs/CTOs.

Ninety-three percent worked for an IT department, while seven percent worked for a department that oversees IT.

**P2: Which do you do?**



**P3: Which best describes your job title?**



## FINDING 1: GREEN IT NOW AN “ESSENTIAL”

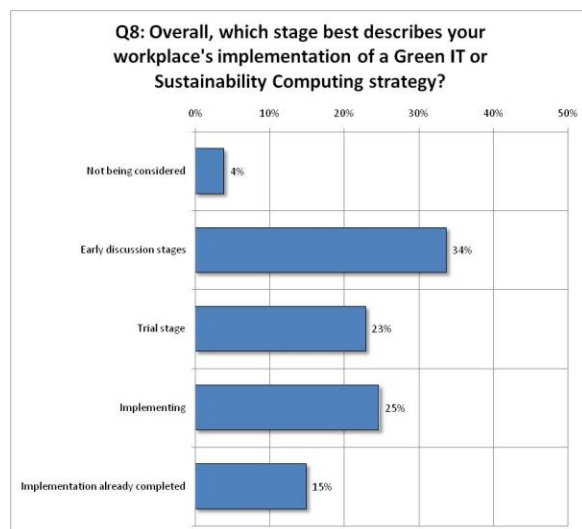
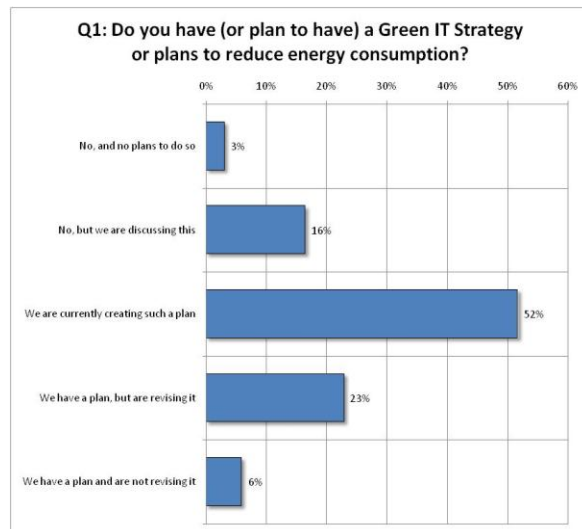
In past years, Green IT seemed to be more of a “wish list” item -- something that companies might look into sometime in the future or when it became convenient. This is no longer the case. Companies are now actively pursuing Green IT solutions for a multitude of reasons.

Ninety-seven percent of companies are at least discussing a Green IT strategy. Sixty-seven percent are in the discussion or trial stages, while 30 percent have already implemented a strategy.

Additionally, 86 percent of companies said that it is somewhat/significantly important that their IT organization implement Green IT initiatives. Only one percent said it was somewhat/significantly unimportant.

Companies are no longer seeking Green IT merely to cut costs, either. True, reducing energy consumption (92 percent) and reducing cooling costs (91 percent) were the most important reasons companies listed for implementing Green IT. However, reducing polluting energy (87 percent) and a desire from corporate headquarters to qualify as “green” (86 percent) were nearly as important.

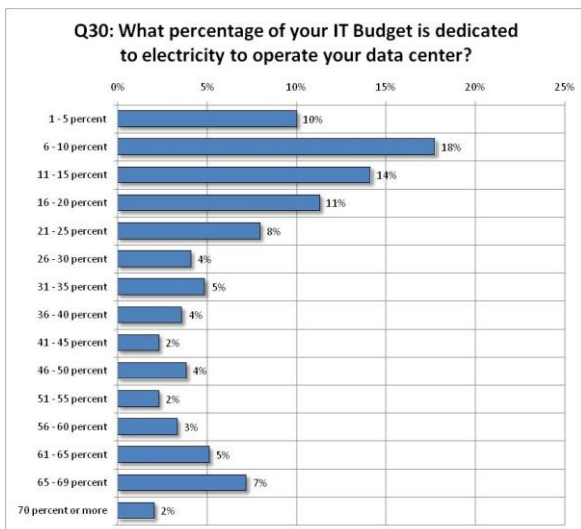
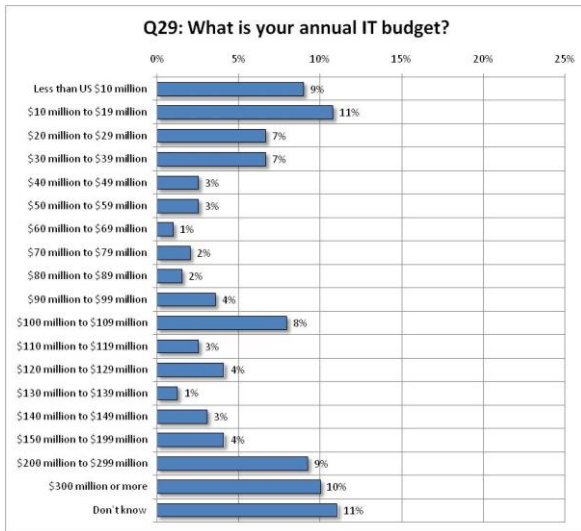
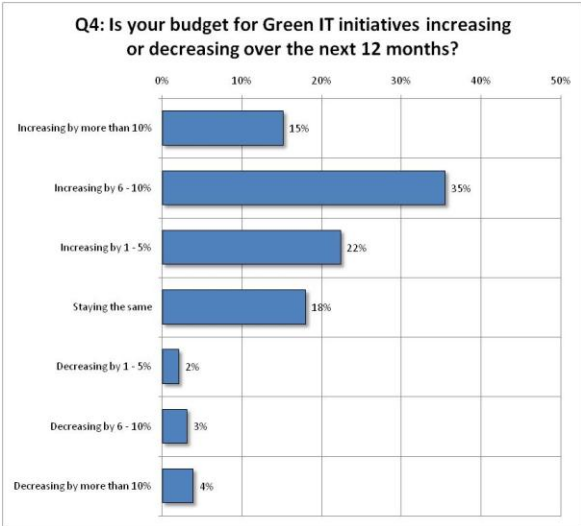
Finally, 85 percent of companies listed reducing energy and cooling consumption among goals included in their green policies, followed by reducing carbon emissions (70 percent) and improving the company’s reputation (66 percent).



## FINDING 2: GREEN IT BUDGETS RISING

Companies are willing to spend more today than in the past to implement green technology. Seventy-two percent of respondents predicted an increase in Green IT budgets over the next 12 months.

With a median IT budget of \$90 million to \$100 million, and a median reported 16 to 20 percent of that budget being spent on electricity for data centers, the typical company is spending somewhere between \$14 million and \$20 million dollars a year on data center electricity. It makes sense then, that companies would be willing to increase budgets for Green IT, if with that expenditure comes an expectation of lower power bills.



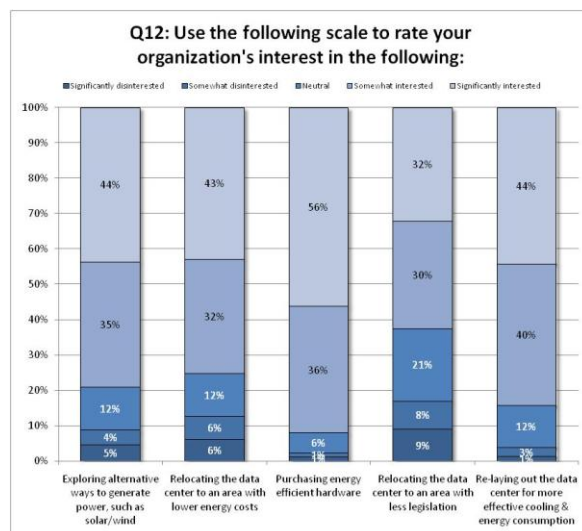
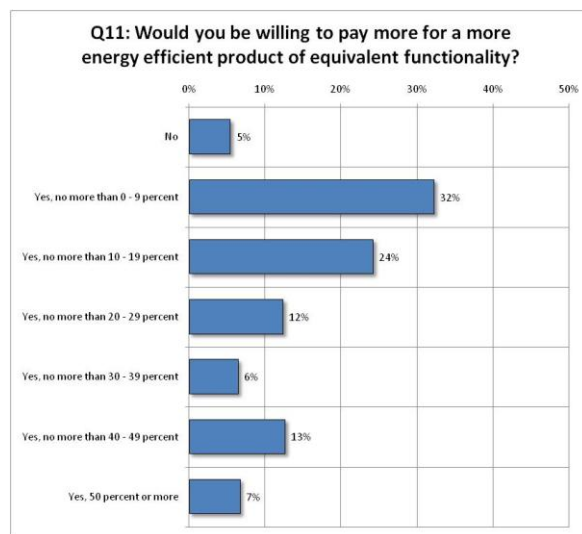
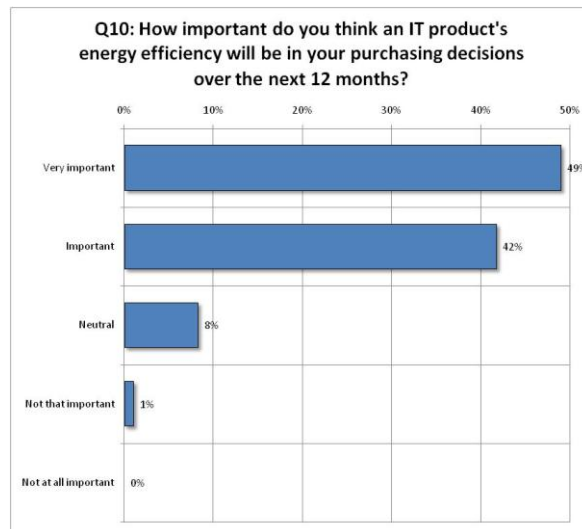
## FINDING 3: IT WILLING TO PAY PREMIUM FOR GREEN EQUIPMENT

As Green IT and energy efficiency have become important, companies are reporting a willingness to pay extra for products that are energy efficient.

When asked how important a product's energy efficiency would be in purchasing decisions over the next 12 months, 91 percent said it was important/very important. Only one percent believed that it would be unimportant.

Energy efficiency is valuable to companies. Sixty-four percent of companies said that they would pay at least 10 percent more for a more energy efficient product of equivalent functionality. One third would be willing to pay at least 20 percent more.

Additionally, 92 percent of companies said they were somewhat/significantly interested in purchasing energy efficient hardware, followed by re-laying out the data center for more effective cooling and energy consumption (84 percent) and exploring alternative ways to generate power, such as solar/wind (70 percent).

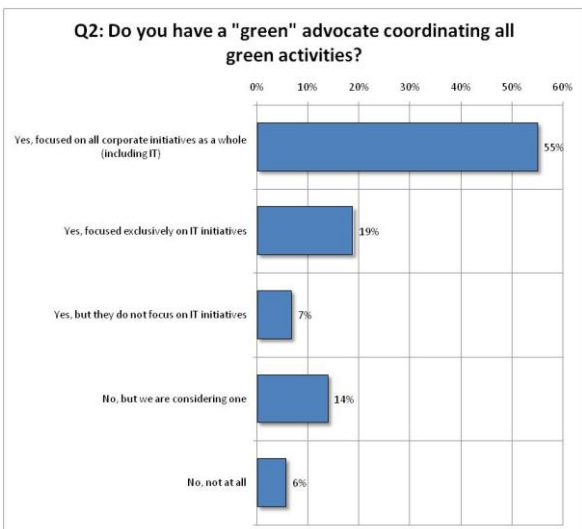
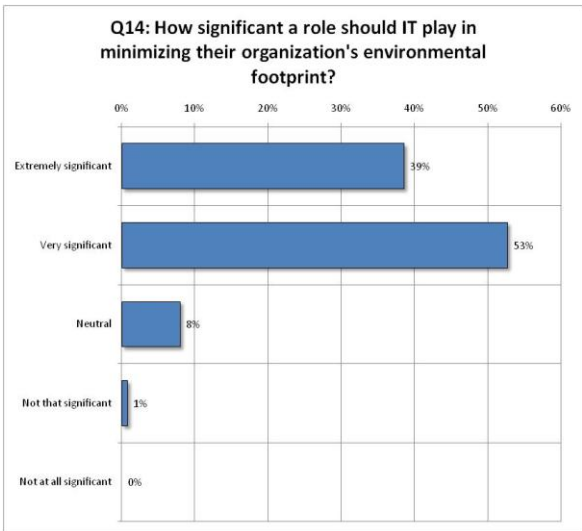
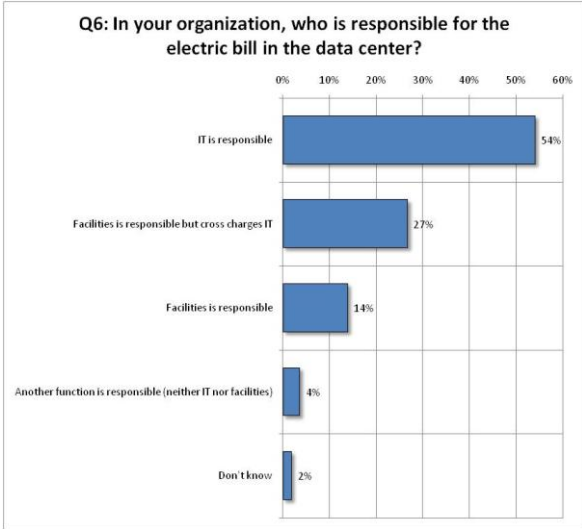


## FINDING 4: IT AT THE HEART OF ENTERPRISE GREEN EFFORTS

IT finds itself at the center of enterprise green efforts. First, responsibility for electricity in the data center now falls predominantly on IT. Eighty-one percent of IT departments are either responsible or cross-charged for electricity.

Second, 92 percent of companies feel that IT should play a very or extremely significant role in minimizing the company's environmental footprint.

Finally, 81 percent of companies surveyed have a green advocate in charge of coordinating all green activities. Of those, most have an IT focus.



## FINDING 5: GREEN IT INITIATIVES MORE OF A PRIORITY

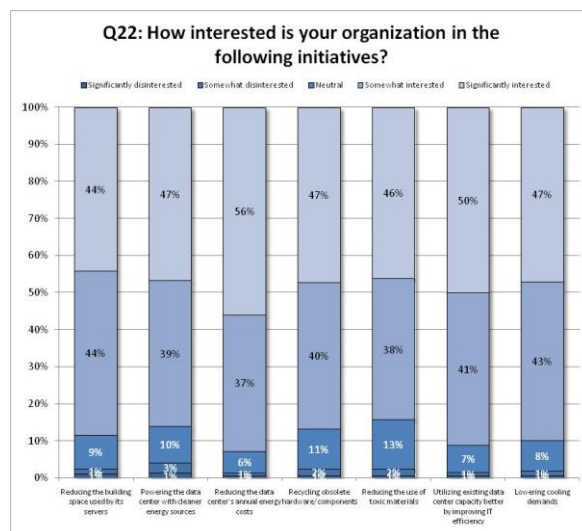
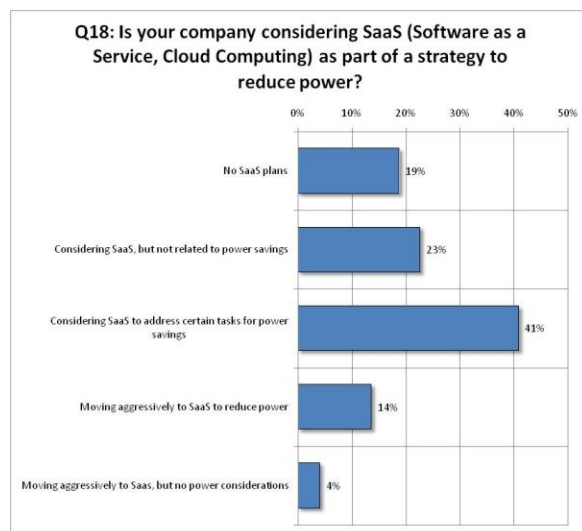
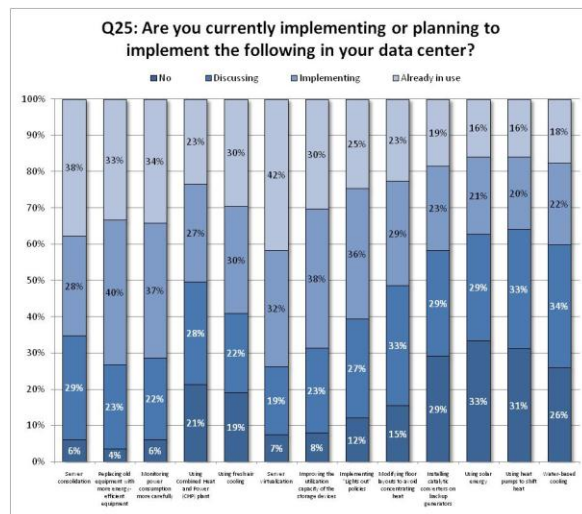
The recent push for Green IT is driving multiple initiatives. Companies are searching for the best ways to go about achieving their desire for green data centers. At the top of the list is an attempt to replace old equipment with newer, more efficient hardware (96 percent). Close behind are monitoring power consumption (94 percent), server consolidation (94 percent) and server virtualization (93 percent).

Interestingly, 55 percent of companies are considering SaaS as a part of a strategy to reduce power consumption.

Seventy-six percent of companies are using power management software/solutions to reduce power by data center equipment operating at low utilization rates.

## CONCLUSION

The 2009 Green IT Report was designed to gauge respondents' interest in, and plans for deploying strategies and solutions to help reduce e-waste associated with computer hardware, software, facilities, and planning, and ultimately reduce the organization's carbon footprint.



## **APPENDIX**

### Complete Survey Results

