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IBM Touts New Service and Business Partner Solutions to Monitor, Analyze and Manage Energy Use and Environmental Impact of Operations

Announcements at Advanced Energy Conference 2009

HAUPPAUGE, NY – November 18, 2009 – IBM detailed a new consulting service and several Business Partner solutions aimed at helping businesses and governments worldwide to monitor, analyze and manage energy use and environmental impact of their operations.

Rich Lechner, energy and environment vice president for IBM, outlined the new offerings at the Advanced Energy 2009 Conference. The event was attended by more than 1,000 researchers, government officials and legislators, policy makers and environmentalists, along with leaders from the business, education and not-for-profit sectors

Sustainable Asset Analytics Consulting Service Helps Clients Analyze and Manage Environmental Impact For Property, IT, and Travel

Sustainable Asset Analytics, a new consulting service from IBM Global Business Services, is designed to help clients manage real estate, supplier performance, carbon data collection and analysis, asset lifecycle maintenance, and all processes and systems used to support these activities. The service can be applied to everything from buildings to information technology and other office equipment to manufacturing tools and warehouse machinery to business travel.

Property, other assets and business activities of all types can be areas of waste and unnecessary greenhouse gas emissions. Culprits include poor planning and maintenance, inadequate energy management, the heating or cooling of unused space, and the inability to collect and analyze operational information. But by creating a comprehensive plan to manage and measure these activities and assets, clients can reduce energy and water use, lower greenhouse gas emissions and waste, and improve efficiency.

“Buildings alone are a source of huge waste and inefficiency, accounting for 70 percent of all energy use and 38 percent of all carbon dioxide emissions in the U.S.,” said Rich Lechner, energy and environment vice president for IBM. “Squeezing out that inefficiency and cost requires new ‘smarter’ technologies and business analytics.”

For example, by using a detailed carbon reduction strategy and implementation plan created with IBM for travel, property, information technology and procurement, the UK government's advisor on the English natural environment, Natural England, has reduced CO₂ emissions by 25 percent toward a goal of 50 percent by next year.

Leading UK construction and regeneration group Morgan Sindall has engaged IBM for this offering. This engagement follows IBM's work performing a Strategic Carbon Management assessment for Morgan Sindall's operations.

Sustainable Asset Analytics draws on IBM's business analytics capabilities and consulting expertise to provide strategies and analysis for making real estate, facilities, capital projects and daily business activities sustainable for clients in the following areas:

- Property carbon footprinting
- Property carbon audit;
- Travel carbon footprinting;
- Project-based travel tracking and analysis;
- Workplace transformation;
- Consolidated real-time property-related data reporting;
- Product and service lifecycle carbon analysis;
- Data center management

Sustainable Asset Analytics is supported by a number of key IBM offerings, services, software tools and products, including:

- IBM Maximo Property Performance Management Solution software, which is designed to extract and consolidate key property data from across all of a client's real estate to help assess and manage true total cost of ownership and environmental performance for buildings and other tangible assets;
- The Green SigmaTM consulting offering, which is based on Lean Six Sigma methods, tools and advanced analytics to help clients measure and reduce energy and water use, waste and greenhouse gas emissions. After the data are collected and analyzed, the information is presented on a dashboard that allows the client to understand where consumption and waste are occurring;
- Strategic Carbon Management, which uses a Component Business Model approach to help analyze CO₂ emissions and energy use in any part of a client's business or an entire operation. This allows the client to prioritize where to make changes that will lower environmental impact and reduce costs.
- IBM's strategic information management and analytics tool, Cognos, which is being integrated with many of our offerings in the sustainability arena: notably with both IBM Maximo and Green Sigma. This will allow powerful, flexible, customizable queries across the entire set of asset-related sustainability data.

Integrated and Validated Business Partner Solutions

IBM announced that several industry leaders have integrated their solutions with IBM offerings or have received Ready for IBM Energy and Environment validation for their software solutions.

IBM Business Partner [Code](#) has integrated its line of small, battery powered, wire-free environmental sensors designed for use in IT environments such as data centers, server rooms and wiring closets with two key IBM energy management offerings: IBM Tivoli Monitoring for Energy Management and IBM Maximo Asset Management for Energy Optimization.

RF Code's integration with IBM Tivoli Monitoring gives customers a real time understanding of the environmental conditions affecting heating and cooling. As a result, immediate action can be taken that can help reduce inefficiencies and costs. The integrated solution also helps reduce service outages by giving managers instant notification when a problem emerges. Proactive action reduces downtime; provides information that helps reduce the affects of harsh environmental conditions on assets—increasing their life span while reducing maintenance costs, and provides the ongoing, on demand information to better manage emerging hot spots before they become problematic.

RF Code creates additional value for IBM Maximo Asset Management by providing highly granular data about the environmental surroundings critical to IT equipment. This data can then enrich the energy management capabilities already found in IBM Maximo to provide finely tuned assessment of energy costs, usage and efficiencies. By adding the capability to monitor more environmental points, RF Code sensors can collect more data, which can be used by Maximo's thermal mapping view and energy optimization calculations. This provides customers increased accuracy and level of detail for better energy management. With real time temperature and humidity information, customers get accurate and up to the minute data about changing environmental conditions. This data can then be leveraged by Maximo to determine if changing conditions are "one off" incidents or indicative of a more chronic and serious environmental trend.

Storwize and Extracomm have received Ready for IBM Energy and Environment validation for their software solutions. The program is designed to help IBM Business Partners validate, market and sell solutions bearing a unique mark that assures clients the product or service has been rigorously evaluated and demonstrated to improve energy efficiency or reduce environmental impact based on real-world customer use.

The Storwize STN-6000i real-time capacity optimization and data reduction solution helped Snowball VFX, a visual effects and animation studio in Israel, reduce both its disk power consumption and heat output by 67 percent.

Extracomm's ExtraFax integrated fax and e-mail solution helped Arkansas-based Nabholz Construction Services eliminate over 25,000 pages of printed paper this year (a 95 percent reduction), better support its mobile work force, and nearly eliminate the impact its prior faxing practices had on energy, postage, paper, toner, delivery and disposal.

“These expanded relationships support IBM’s ‘smarter planet’ initiative, which envisions a world where everything is instrumented, interconnected and intelligent,” said Lechner. “This is essentially about using sophisticated technologies and business processes to set the right metrics and then collect and analyze information to make better decisions.”

To learn more about IBM’s green and sustainability consulting offerings visit:
.ibm.com/gbs/sustainability

For more information about the Ready for IBM Energy and Environment validation
[://www.ibm.com/isv/tech/validation/energy](http://.://www.ibm.com/isv/tech/validation/energy)

For more information on IBM’s full portfolio of energy and environment offerings and products, go to: .ibm.com/green

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