

Sustainable IT



Overview

This one-day briefing at the Microsoft Technology Center (MTC) will provide your organization an opportunity to explore Sustainable IT initiatives, and drive optimizations that have economic, environmental and social impact. This triple bottom line approach will focus on your business priorities and drive increased business value from your software investments and existing infrastructure. The Strategy Briefing begins with an examination of your organization's strategic technical and business objectives related to environmental sustainability and through scenario-based demonstrations and discussions will help your key stakeholders envision user and process centric technology-based solutions built on Microsoft's and Microsoft's Partners' solutions. These solutions will enable your organization to reduce energy demands, manage energy consumption and environmental footprint, and rethink business practices.

Benefits to Your Organization

Attending a Strategy Briefing will help you understand how your organization can:

Reduce Energy Demands

- Leverage Built In Energy Efficiency
- Optimize Resources through Consolidation and Virtualization
- Manage Power Consumption

Manage Energy & Environmental Footprint

- Measure and Monitor Computing Efficiency
- Analyze Results
- Record and Control Progress

Rethink Business Practices

- Reduce Business Travel and Commuting
- Streamline Collaboration
- Move Paper and Manual Processes Online
- Leverage Online/Hosted Services where Appropriate

Agenda

- Discuss the impact of your organization's Environmental Sustainability objectives on your business and information technology groups.
- Learn about solutions that provide built-in energy efficiency by leveraging Windows Vista and Windows Server 2008.
- Explore the resource optimization capabilities of System Center and Microsoft's Virtualization ecosystem.
- Identify opportunities for increased productivity and reduced carbon footprint through the use of Microsoft's Unified Communications and Office System.
- Understand the role of Microsoft's Business Intelligence platform in delivering Sustainability Performance Management capabilities.
- Visit the Envisioning Center for a scenario-based demonstration of solutions built on the Microsoft platform.
- Understand the potential of Microsoft's Software + Services vision and how Online Services may offer an opportunity for workload transference at economic scale.

At the Conclusion

- You will have a better understanding of how Microsoft and partners can help you achieve your Sustainable IT objectives.
- You will gain an awareness of the economic, environmental and social benefits of a Sustainable IT initiative.
- You will have a clear set of actionable next steps for evaluating the solutions discussed.

Primary Audience

Stakeholders who wish to understand how technology can help achieve their organization's Environmental Sustainability objectives:

- Line-of-business stakeholders
- Information technology stakeholders—Chief Information Officers, Chief Technology Officers, and IT Decision Makers
- Business partners in Finance, Operations and/or Human Resources

Contact Information

To schedule a strategy briefing, contact the Microsoft Technology Center in your area:

Atlanta • Bangalore • Beijing • Boston • Chicago • Dallas • Dubai • Dublin • Irvine • Munich • New York • Paris
• Reston • Silicon Valley • Taipei • Thames Valley (UK)

Strategy briefings are also offered at the MTC Envisioning Center locations. To learn more, go to www.microsoft.com/mtc.