



A Branham Group Subscription Service Research Initiative: Prospectus

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Introduction

At the highest level, Green IT can be considered the IT enablement of an organization's green strategy. This understanding goes beyond the existing definition of Green IT that focuses on energy-saving hardware to one that takes into consideration process improvements across the organization. The idea of "green" is applicable throughout the IT lifecycle, from the manufacture of IT systems to the application of technologies and software and finally the disposal of e-waste.

Green IT has two key focus areas:

- » **Making IT systems more energy-efficient**, or in other words reducing the energy consumption of IT systems. This includes the use of energy-efficient hardware, automatically powering down PCs, and designing data centers that consume less power.
- » **The application of IT to improve organizational processes** with the aim of reducing environmental impact. This can include using IT solutions to monitor and reduce carbon footprints across a company's supply chain.

A growing awareness of global warming and environmental issues has resulted in new regulations that require businesses to comply with strict benchmarks or face steep penalties, with several more in the pipeline. At the same time, businesses are becoming more concerned that they will be held responsible for their environmental exposure. These concerns are driven largely by stakeholder demands for greater transparency related to the organizations' environmental exposure, the need to stay ahead of the competition, and brand erosion risks. As more companies include a green element in their corporate strategies, understanding and implementing Green IT initiatives is becoming more important.

IT is believed to account for approximately 2% of global man-made carbon emissions; however, it can significantly contribute to the control and reduction of the other 98%. While enhancing energy efficiencies of internal IT systems is expected to become standard practice over the next few years, the market opportunity for IT solutions to align business processes with green corporate imperatives (the other 98%) will grow exponentially for many years to come.

As it stands today, the Green IT market lacks the detailed and consistent data sets that are available in other segments of

the IT industry. This lack of data is amplified where IT intersects with various industry verticals, and where sector-wise data on process impacts (e.g., emissions) is non-existent. As the shift to a more environmentally-efficient economy accelerates, this lack of data and related analysis poses challenges for both the buyers and the sellers of Green IT solutions. "Green" is becoming an important decision criterion for buyers as they look for IT solutions that will help them meet their green objectives, while sellers are looking to better understand buyer needs so that they can offer them targeted IT solutions.

Branham Group has recently introduced a new subscription service that addresses this knowledge gap. The Green IT research initiative provides unbiased, in-depth information and analysis of current trends in Green IT based on primary research.

Scope and Objectives

The primary objective of the Green IT subscription service is to provide in-depth analysis on the current state of Green IT in North America and abroad while taking into consideration core developments in select industry verticals. The subscription examines the Green IT marketplace from several different perspectives:

- » Ongoing insight into new developments as they relate to Green IT. Areas of coverage may include but not be limited to the following:
 - Regulations
 - Product developments
 - Market requirements
 - Other industry news
- » An in-depth perspective on the current state of Green IT, what it is and its overall impact on the industry. Key focus areas include but are not limited to the following:
 - Defining Green IT and how it differs from Cleantech.
 - Understanding the current state of internal IT systems energy efficiency.
 - Describing and realizing the market potential for IT solutions that address operational efficiencies through process improvements.
 - Understanding market regulations and how they may affect current business models and those of the future.
 - Defining best practices on strategies to reduce carbon footprint through effective use of IT.

- » Understanding the unique requirements of select industry verticals and how Green IT can/is playing a role. Vertical focus areas include but are not limited to the following:
 - Natural Resources
 - Retail/Consumer Packaged Goods
 - Government (inclu. Healthcare)
 - Financial Services
 - Information & Communications Technology (ICT)

Target Buyers

Branham's Green IT subscription service delivers information and analysis of value to any organization that is considering buying or selling Green IT solutions, or one that is actively involved in tracking the evolution of the Green IT marketplace. The intended audiences include:

- » Vendors' currently offering Green IT solutions to North American organizations. The Branham study will provide a solid foundation on which to make strategic and tactical sales, marketing, and service development decisions.
- » Vendors who are considering establishing a Green IT capability/brand presence in North America within select industry verticals. The Branham study will provide a comprehensive view of the internal dynamics (regulations, IT requirements, process, etc.) of core industries where Green IT is garnering significant and increasing attention. Vendors will be better equipped to manage the following:
 - Understanding buyer requirements
 - Innovative product development
 - Early market entry
 - Brand differentiation
 - Thought leadership

Ultimately, sales and marketing organizations will be better prepared to identify targeted sales opportunities and in building solid business cases for prospective customers.

- » Buyers who seek to better understand industry regulations as they unfold, what solutions exist to meet compliancy requirements, and ultimately how to improve upon existing business processes, reduce costs and capitalize on new Green IT developments.

- » Government departments, economic development agencies and non-profit organizations with responsibility for or an interest in developing core Green IT capability. The data retrieved and analyzed from this study will have a huge impact on fine tuning industrial value propositions as well as building policies and brand awareness.

Deliverables

Subscribers will receive the following:

- » **12 Monthly Green IT NOW Newsletters** – Timely updates on current affairs in areas such as technology advancements, regulations and policies, internal efficiencies, process improvements, etc. Details will provide insight into the activities, issues and opportunities that are happening both in North America and abroad. The newsletters will be a valuable planning tool for your organization.
- » **6 Bi-Monthly Green IT Spotlight Reports** – In depth analysis that will focus on core developments across select industry verticals as well as providing perspective on their unique and evolving IT requirements. These reports will be a primer to help you understand the importance of Green IT, associated market developments and business opportunities that may exist.
- » **Chat Branham** – One-on-one Q&A with a Branham Green IT analyst to gain a perspective on a particular area or to help you find an answer to a problematic market issue within hours.

About Branham Group Inc.

Based in Ottawa, Canada, Branham Group Inc. is a leading market research and strategic consulting company servicing the global information technology marketplace. Branham Group assists IT companies and related institutions in achieving market success through its customized planning, marketing and partnering services as well as through its sector specific multi-client study efforts.

For any questions relating to this prospectus or Branham Group in general please contact **Ted Dhillon** at 613-745-2282 ext. 121.