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MARKET RESEARCH REPORT

# Asia Pacific Green IT Services Market – The Budding Greens

## Asia Pacific Services

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## INTRODUCTION

One of the most significant tipping points for IT and society since early 2007 has been a significant awareness of the importance of both environmental awareness and Corporate Social Responsibility (CSR) as required business strategies. This realization has occurred for both enterprises and end users of IT, as well as IT vendors. Whilst the physical aspects of Green IT as an ecosystem are perhaps most visible with solutions such as PC recycling, Springboard Research proposes that Green IT has a significant impact in terms of services. Just as any IT systems hardware is of limited value without implementation, Green IT will have a greater impact on improving the environment when it is integrated in connection with IT Services as well as hardware or software.

This is the first Springboard Research report on the APEJ Green IT Services market. It builds from Springboard Research's program on Green IT across the Asia Pacific region. This report will consider Green IT Services by geography so enterprises can better understand the market dynamics inherent in each Asia Pacific country or region (excluding Japan). To aid in planning and decision-making, we have identified the need to assess the market in terms of core and secondary Green IT Services markets. This reflects the ambiguity about what is really green, and what is merely window dressing of existing capabilities.

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