

## **Green IT Take-off Still A Few Years Away in Australia, Says Springboard Research**

*50% of the country's businesses plan to implement a Green IT strategy only in two-three years*

**Sydney, September 23, 2008** – Only 26% of Australian businesses have implemented environment-friendly IT practices while 50% believe that they will introduce a Green IT strategy in the next two-three years, according to the latest market study by Springboard Research, a leading innovator in the IT Market Research industry. According to Springboard's report, titled "*Green IT in Australia - The New Black*", this situation is despite the fact that Australia has emerged as one of the fastest growing, largest, and most mature Green IT markets in Asia Pacific in terms of Green IT adoption.

The report also revealed that IT Vendors with strong green marketing campaigns and credentials have had limited influence over purchasing decisions by Australian businesses. A survey of Green IT strategy leaders and decision-makers at small, medium, and large enterprises across Australia found that 42% of them felt no need for a Green IT strategy. More significantly, the business world still does not regard the environmental impact of IT in the same harsh light as that of aviation, petroleum, and automotive industries.

"Green IT is beginning to be seen as gaining importance, but it has not yet reached the level of a strategic priority for Australian businesses," said **Jonathan Silber, Research Manager - Green IT for Springboard Research**. "Yet, with awareness growing, we see an emerging market in the next two-three years as financial, environmental, legislative and risk-related pressures force IT organizations to become more environmentally sustainable," Mr. Silber added.

According to the report, the majority of firms with Green IT strategies in place have implemented recycling, virtualization, and server consolidation initiatives. The greatest business opportunity for Green IT over the next 12 months is predicted to arise from virtualization. However, Springboard cautions about the pervasive phenomenon of an incomplete understanding of Green IT in companies of all sizes across most industries.

"Green marketing campaigns by many leading IT vendors are only reaching one third of the market and while building their brands, they do not yet appear to have justified the millions of dollars spent on them from a revenue and market opportunity perspective," Mr. Silber said.

The competitive landscape is set to change two or three years down the road, as organizations permit green credentials and marketing campaigns to start influencing purchasing decisions to a larger extent. Motivation for going green is also likely to shift from altruistic desires to compliance and cost savings.

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“Governments in Australia at all levels have made some steps towards the Greening of IT, but it is a far from integrated or complete process,” said **Phil Hassey, VP - Services Research and Country Manager - ANZ at Springboard Research**. “There is also a competitive focus in the enterprise space by firms such as Westpac to have leadership and differentiation as part of Green IT and Corporate Social Responsibility,” Mr. Hassey added.

The survey also found that in the early stages of the market’s development, HP has taken a lead among respondents in terms of mind share, followed by IBM and Dell. However, the respondents did not consider any one global IT firm as a firm Green IT market leader when questioned specifically about green software, hardware, services, and communications.

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### **About this report**

The Springboard Research report, “*Green IT in Australia -The New Black*,” analyzes the changing face of the Green IT movement in Australia, whose development is cultivated by burgeoning environmental awareness. For this study, Springboard conducted a survey of 100 Green IT strategy leaders and decision-makers at small, medium, and large enterprises across Australia to illuminate the Green IT landscape, assess the level of Green IT adoption, and define the state of the Green IT market today. This report further sheds light on this emerging business opportunity by exposing and reinforcing the nature of its uptake in Australia. Additionally, Springboard’s qualitative inputs provide a directional view of opportunities, attitudes, and perceptions in the market.

### **About Springboard Research**

Springboard Research is a next-generation IT market research and advisory firm. Springboard leverages its pioneering research model to deliver greater agility and flexibility in IT market research and helps its clients lead, rather than follow, market trends. Springboard works with the leading IT companies in the world in the software, services, telecom, and hardware sectors.

Founded in 2004 and headquartered in Singapore, Springboard has a worldwide presence with offices in the United States, Middle East, ASEAN, China, Australia and Japan, as well as global research centers in India, Pakistan, and Morocco. Springboard has been acknowledged as an emerging leader and was named ‘Rising Star’ in the global IT market research industry by Outsell, the leading research and advisory firm for the information industry. For more information, please visit [www.springboardresearch.com](http://www.springboardresearch.com)

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