

GREEN IT - THE NEW BLACK

GREEN IT MARKET SURVEY: AUSTRALIA

INTRODUCTION

This Springboard Research document analyzes the changing face of the Green IT movement in Australia as burgeoning environmental awareness cultivates its development. For this report, 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. Our report further sheds light on this emerging business opportunity by exposing and reinforcing the nature of its uptake in Australia.

Although our findings are not statistically representative due to the country's currently low adoption rate of Green IT, the following qualitative inputs provide a directional view of opportunities, attitudes, and perceptions in the market.

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CONTACTS

www.springboardresearch.com

E-MAIL

Sales/Marketing: sales@springboardresearch.com

Research: research@springboardresearch.com

Careers: careers@springboardresearch.com

AUSTRALIA

Level 12
1 Pacific Highway
North Sydney, NSW 2060
Australia
Tel: 61-2-9959-1926

INDIA

NSIC Bhawan, STP Extension
2nd Floor, Okhla Industrial Estate
New Delhi 110020
India
Tel: 91-11-4051-8181

JAPAN

Level 6, Gloria Building,
3-6-15 Kasumigaseki, Chiyoda-ku,
Tokyo 100-0013
Japan
Tel: 81-3-5251-3032

MOROCCO

219 Boulevard Kerktoni- 1er étage
Résidence El Bardai
Casablanca 20100
Morocco
Tel: 212 22-36-15-56

PAKISTAN

4th Floor, Software Technology Park 5-A,
Constitution Avenue,
Islamabad
Pakistan
Tel: 92-51-282-8668

SINGAPORE

45 Club Street
Singapore 069422
Tel: 65-6325-9716

U.S.A.

5201 Great America Parkway Suite 320
Santa Clara, CA 95054
U.S.A
Tel: 408-730-2680

CHINA

3/F, North Tower, No.1 Guang Hua Road,
Chaoyang District, Beijing 100020
China
86-10-6599-7916