

Make
Business Sense
out of
Green IT



KEY NOTE
SPEAKER

Bob Hayward, ICT Guru



Sydney convention center may 14 2008

Cost Savings Will Drive Green IT Investments

Springboard Research will unravel the business value of Green IT at their inaugural event this coming May. Other Green IT events in the market place focus on implementation tactics such as: greening of the data centre and initiating activities such as computer power savers and recycling. This event will focus on the strategy behind implementing Green IT and its implication on the bottom-line.

The agenda for this one day event is based on research conducted by Springboard Research analysts in the field of Green IT specifically for the Asia Pacific marketplace - they predict that cost Savings Will Drive Green IT Investments.

Why Attend

Attend this event and get a clear and actionable strategic approach to Green IT.

- Gain an immediate head start on your organisational Green IT strategy before government legislation enforcements come to the surface and force organizations to execute an expensive Green IT 'quick-fix'
- Address 'Go Green' issues, myths and unknowns. Springboard Research will offer independent guidance based on their research and knowledge of the market.
- View Green IT as a growth enabler as opposed to a business burden. Uncover the economic benefits behind Green IT.
- With the assistance of Springboard analysts - Judge for yourself the solutions available to Implement a Green IT strategy.

Who Should Attend

CXOs, Senior Managers, Enterprise Decision Makers
and those armed with the responsibility of Green IT from a wide range of industries.

About Springboard

Springboard Research is the first true alternative IT market research firm in Australia. Springboard was founded on the premise that existing market research was inefficient, lacked depth and not flexible enough to meet the IT markets' growing business needs.

Springboard has been acknowledged as an emerging leader in the global IT market research industry and was recently named a "Rising Star" by Outsell, the leading research and advisory firm for the information industry.



"The timing of this event couldn't be better, Green IT is certainly an area that our clients are focused on and any guidance from us that is specific to Australia will be well received"

Phil Hassey, Vice President,
Services & Country Manager,
Australia –
Springboard Research

www.springboardresearch.com/greenit

Research Report Value
\$2,500

Register online and
receive 'Green IT Takes
Centre Stage'

Conference Agenda

Registration Open 08.00 - 09.00

Opening Keynote: 09.15 - 10.00

Green IT: Fad or For Real? (Bob Hayward, KPMG, Director, IT Advisory Services)

There is a healthy amount of skepticism within the IT community that greets any new trend or buzzword, especially when vendors join the bandwagon in their sales pitches. In 2007, everyone started talking about Green IT, and 2008 is shaping up to be the year that IT professionals have to make sustainability a priority. Is the Green IT phenomenon a fad designed to extract increased sales for IT vendors? Or is it different from the successive waves of change that IT organizations have had to contend with before?

Springboard Research Session: 10.00 - 10.45

Beyond Grey Matter to Green Matters (Dane Anderson, Springboard Research)

Many organisations are not seeing Green but Grey when they think of Green IT. This session will set the scene as to why green matters and the economic benefits it can bring to an organisation. Attention will be on high level tactical solutions and how the current mass of Green activities can be put together in a logical and effective manner. We uncover the constraints to adoption to Green IT and insight into Green IT's business potential.

Emerald Sponsor Panel Session: 11.15 - 12.15

Striving For 360 Degree Green IT (Participating Emerald Sponsors)

Emerald Sponsors are striving for Green IT internally within their organisations as well as providing Green IT solutions to the marketplace - a 360 degree challenge. The opinions of vendors using Green IT to capitalise and sell new products will also be addressed.

Industry Association Panel: 12.15 - 13.15

It's Business Sense not Science: Green made Simple (ACS, AIIA, Climate Friendly)

A number of 'Green' industry associations will share their insights and thoughts behind going green. Just how will Australia cope with the impending demands from Government Legislation?

Springboard Research Session: 14.15 - 15.00

Framework for Formulating a Green Strategy (Michael Barnes, Springboard Research)

This presentation will focus on how an organisation instigates a Green IT strategy and the challenge of finding your Green Champions. Setting realistic goals and timelines is a crucial part to the strategy. Tactics have their part to play, but without planning there is a danger of not reaping the economic benefits of Green IT.

Case Study: 15.00 - 15.45

A Road Less Travelled, Lead to Green (IT End-User Case Study)

In-depth insight into one organizations journey to becoming Carbon Neutral. Covering all angles of the Green strategy process from initial brainstorming to researching the potential costs and paybacks of going green. Who championed the project and exactly how long did it take? Challenges fought and victories won along this journey are revealed.

Springboard Research Session: 16.00 - 16.45

Achieving Green Consensus in the Boardroom (Phil Hassey, Springboard Research)

To be effective, Green IT must come from the top down. Implementing ad-hoc Green IT initiatives will do little to meet the immanent government legislations. This presentation will cover the information required by the board to make an informed Green IT strategy decision. The organisational brand and image could be at stake if Green IT is not made a priority in the board room. Make them aware realistic objectives and goals - Will the organisation really be Carbon Neutral by 2009?

Springboard Research Session: 16.45 - 17.30

Turn on the Green Light (Dane Anderson, Springboard Research)

This session summarises the key findings from the event. Here we clarify the key take homes and the next steps to take. At this stage the business sense behind Green IT will be clear and Green IT success will be within your grasp.

Networking Reception 17.30 – 18.30

Emerald Sponsor

Springboard Research has carefully selected sponsors who have reduced their own carbon footprint through Green IT activities. Our sponsors have also undertaken green initiatives with regard to developing Green solutions for the marketplace.



How to Register & Pricing

Online:

www.springboardresearch.com/greenit

Telephone: 07 355 03 100

Springboard Research, Level 12, 1 Pacific Highway,

North Sydney, NSW 2060, Australia,

Phone:+61 (0) 2 8003 3415

E-mail: ladeyemo@springboardresearch.com

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