



Datacom achieves highest Green IT Readiness Index to date

Leading IT professional services company Datacom has achieved the highest rating yet achieved by any organisation in the RMIT University-Connection Research Green IT Readiness Index. In a study conducted in October 2009, Datacom achieved a rating of 72.9

Sydney, 27 October 2009 The rating system measures performance in five areas of Green IT: End User IT Efficiencies, Enterprise IT Efficiencies, Lifecycle (Procurement and Disposal), Measurement, and Enablement. Datacom's highest scores were in Lifecycle (80.0) and Enablement (76.0) – an important area that measures the usage of IT to lower the energy consumption and carbon footprint of the whole organisation.

The high rating vindicates our efforts in Green IT, said Cassandra Singh, General Manager of Datacom Systems. We are working very hard to ensure our processing and that of our customers is as environmentally friendly as possible. But the rating also shows that we can do better in some areas and has highlighted a number of factors where we can improve. We are particularly interested in ensuring that we can get better energy consumption and efficiency metrics out of our data centres.

The Green IT Readiness Index was developed by Connection Research in conjunction with RMIT University in Melbourne. It relies on benchmarking respondents to an online survey on Green IT policies, techniques and technologies across the five key areas mentioned above. The database now includes over 400 organisations in Australia and New Zealand, allowing detailed comparisons of Green IT readiness, or maturity by industry or organisation size.

Datacom's performance is the highest we have seen from any organisation, in any industry, said Graeme Philipson, Research Director of Connection Research. It is hard to achieve the sort of rating Datacom has achieved, because the bar is set very high. Most organisations talk about Green IT, but they do not properly define it and they do not set themselves goals. Datacom does.

Connection Research and RMIT University are about to conduct their second annual Green IT survey across Australia. The data derived in the survey will allow a broad comparison between Green IT performance this year compared to last year. The earlier study found that there was a lot of talk about Green IT, but not a lot of action, said Mr Philipson. This year we expect some improvement, but not a lot. Our benchmarking exercises through the year indicate that little has changed. Datacom remains an exception to the general rule.

About Datacom Datacom is one of the largest Australasian-owned professional IT services companies, offering customers flexibility and choice, an open book approach to business and a customer focus second-to-none. Founded in Christchurch New Zealand in 1965, Datacom has a successful 44 year trading history, is consistently growing and profitable and has a track record of delivering innovative, value-for-money technology solutions. Established in Australia in 1992, Datacom's capabilities include Application and Web Development, Professional Services, Managed Services, IT Procurement and Contact Centres.

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About Connection Research

Connection Research is an Australian market research and consultancy company specialising in analysis of sustainability issues. Services are provided in four interrelated areas: Green IT, Consumer and Community Sustainability, Building Industry and Trades, and Carbon and Compliance. Connection Research undertakes primary research (surveys of users, trades people, suppliers, practitioners), conducts market modelling analyses (combining our primary data with other sources) and consultancy in these fields.

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