



Faronics Power Save and Softchoice

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Background

Softchoice is one of North America's leading providers of technology solutions and services. They assist businesses and organizations of all sizes to select, acquire, and manage their software and hardware technology resources. They offer a full range of capabilities, including face-to-face consultations and IT asset management services, as well as solution design, project management, and implementation services to help customers save time, money, and risk by harnessing the power of innovation.

Softchoice is strongly committed to reducing the environmental impact of their business operations by adopting green technology strategies. Their goal is to become North America's green IT supplier of choice for businesses and organizations of all sizes.

Softchoice has branch operations in more than 40 major cities across the U.S. and Canada, and has approximately 900 employees who operate in a Windows environment.

Problem

Like most companies focused on sustainability, Softchoice was aware they could substantially reduce their computer energy consumption by employing a dedicated PC power management strategy.

Because there was no existing dedicated PC power management strategy, users randomly powered down their PCs. Some would shut down at night while others would directly enter into a sleep mode. There were also many units left on continuously over the weekend.

“Rolling it out was easy; we had it up and running within weeks. The deployment was seamless for local IT staff at the various branches and there have yet to be any issues.”

It was difficult for Softchoice to determine how much money and energy were being wasted because shutting off PCs was done manually without a centralized management system.

Solution

Softchoice knew that to achieve their power reduction goals they would need to find a dedicated solution that all the workstations could adhere to without compromising user productivity. They were interested in a solution that could provide tangible reporting features to verify the amount of energy saved.

Softchoice was already a Channel Partner of Faronics, and

At-a-Glance

Leading North American technology provider with approximately 900 employees.

Audit function reported approximately 30% of PCs were left on 24 hours a day

Annual Savings:
130,000 kWh

Their reduction of 93.4 metric tons of gas CO₂ not emitted equal approximately:

- ▶ 18 passenger vehicles
- ▶ 12 homes for one year

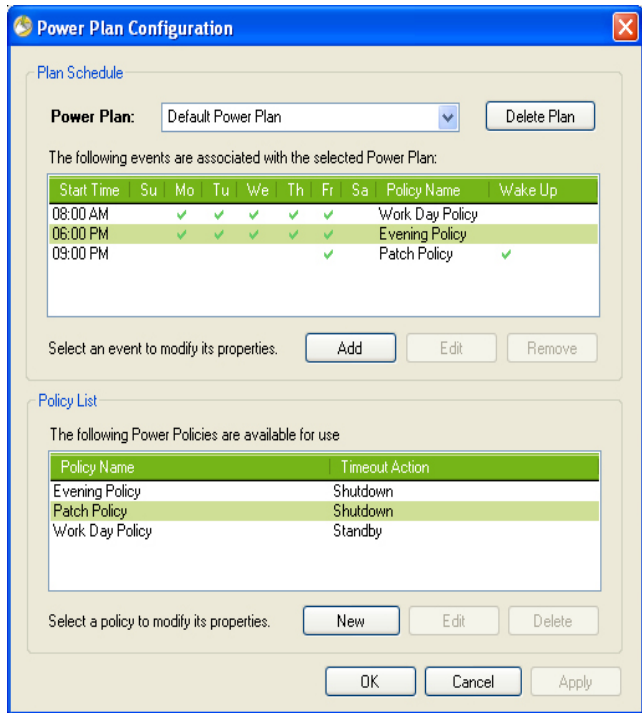
Projected 3 Year Savings:
\$39,000

was delighted to learn Faronics had a PC energy reducing software solution. Softchoice's Sustainability Programs Manager Melissa Alvares was quick to suggest the tool to their IT department.

The IT Staff initially deployed Power Save in the Toronto office (approximately 300 desktops) and immediately saw results. "Rolling it out was easy; we had it up and running within weeks," said Alvares. "The deployment was seamless for local IT staff at the various branches and there has yet to be any issues."

Softchoice especially enjoyed the Audit Mode Feature, which gives organizations a snapshot of their energy usage and projected savings. "The audit functionality of the solution was a great value as it showed us that an average of 20 to 40 percent of PCs were left on approximately 24 hours a day. Being able to baseline current energy use is something very important in sustainability reporting, and it made my job a lot easier to have a tool that could do it for me," said

Alvares.



Power Save's Power Plan allows you to customize your energy management

Through the rollout of Power Save, Softchoice has now reduced its energy consumption by 130,000kWh per year. That is the equivalent of \$39,000 in utility savings over three years and Softchoice couldn't be happier. "Implementing the PC power management solution from Faronics was one of Softchoice's first big 'wins'. It was easy to implement, provided great energy and carbon reporting, had clear cost-savings, and most importantly was something that was very visible to our employees to make them aware of our green strategy," said Alvares.

Corporate Account Manager Matt Vendramini is a big fan of Power Save's reporting features. "The granular reporting that Power Save provides is the most valuable. I can generate monthly reports which include a dashboard on how much power was saved as well as how much money was saved. We've been using sample data from our own reports when pitching this product to our own customers."

The centralized control of the Faronics Core has provided Softchoice with the control they needed over workstations. Thanks to Power Save's Power Plans, Softchoice can also now schedule different levels of energy management to be applied on specific days of the week, and at different times of the day. They can employ a daytime Power Policy that uses moderate energy saving actions, or an aggressive Power Policy for the weekend. Softchoice has opted to power down any system that has been inactive for more than two hours. To avoid disruptions, end users receive advance warning through on-screen prompts. Data associated with open applications is also automatically saved.

By using Faronics Power Save, Softchoice has furthered their commitment to protecting the environment.

"When embarking on any new green strategy, focusing on the low-hanging fruit, which are easy and quick wins, is key to success," said Alvares. "These wins are what build confidence in the organization, and provide the momentum and support to tackle the bigger projects in the future."



Faronics' solutions help organizations increase the productivity of existing IT investments and lower IT operating costs. In today's economic climate of increasingly tightened budgets, continuous market pressure, and more work to do than time available, this is critical.

With a well-established record of helping organizations manage, simplify, and secure their IT infrastructure, Faronics makes it possible to do more with less by maximizing the value of existing technology.

Incorporated in 1996, Faronics has offices in the USA, Canada, and the UK, as well as a global network of channel partners. Our solutions are deployed in over 150 countries worldwide, and are helping more than 30,000 customers.

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