



**GREEN**

**GET UP TO SPEED ON THE ENVIRONMENT AND YOUR BUSINESS**



FUNNY HOW THE MOST ESTABLISHED, SUCCESSFUL ORGANIZATIONS STILL FACE THE CHALLENGES OF INEXPERIENCE - ESPECIALLY WHEN IT COMES TO MEETING THE FRESH GLOBAL CHALLENGES OF THE NEW MILLENNIUM.

Also funny how inexperience – the new, untried, untested, and unproven – is a synonym for the hottest challenge organizations are trying to tackle today. Used to be that being inexperienced could be described as being green. In today's world, the inexperienced are not alone and not rare. But the truth is being inexperienced no longer equals being green – not in the sense we're talking about. In this issue, Q&A brings you an exclusive interview with one of JD Edwards' most environmentally aware customers and resources that can point to the emerging solutions that can help you put caring for Planet Earth among your company's top objectives. Simply put, being green is no longer an excuse for, well, not being green!

### **Preserving Spyder Country**

With offices set among the foothills of Boulder, Colorado, Spyder began 30 years ago as one man's idea about how padded ski sweaters could be better. Today, Spyder is a company with office presence additionally in Switzerland, Thailand and China, outfitting those hungry for the slopes in technically superior skiwear.

A JD Edwards customer for eight years, according to Chief Information Officer Kevin Smith, Spyder runs 8.9, primarily taking advantage of financials and distribution functionality such as procure-to-pay, order-to-cash and inventory management. And although Spyder does take advantage of some of the "greener" functionality JD Edwards offers, Smith says many of the ways his I.T. department has encouraged environmentally friendly practices don't necessarily have to do with ERP.

"There are things some we can do in JD Edwards, for example, using less paper and archiving through PDF files," he says. "A good feature that EnterpriseOne has is that you can print to a PDF. It's definitely a benefit, and honestly, it's been around for so long that you don't even think about it from an environmental perspective."

"Other things we're doing also come to mind. Server virtualization is one example. When the system isn't fully utilized, it allows you to run at a slower speed, instead of the CPU is running flat-out the entire time. But even then, there's some discussion about how effective that is. We haven't gone back and retro-fitted. We bought a bigger server, and we haven't fully used it yet. It's almost like saying, 'I have a big family, so I'm going to buy a bigger car.' Bigger cars themselves may not be healthy for the environment, but for us this server was a planning for the future sort of thing that will be conserving in the end when we are running at full capacity."



At Spyder, like most organizations, I.T. serves the role of a cost center with the challenge of having to meet and provide solutions for business objectives. Sometimes, that doesn't leave much time to focus on the issue of being greener.

"In our case, I.T. supports the business imperatives," he says. "Being a small, lean company, I.T. is not going out alone, thinking about green initiatives. We implemented JD Edwards because we wanted a platform for growth, and that's been where we've spent most of our attention because of things like acquisitions. But just by having an efficient I.T. infrastructure, we're helping facilitate a greener approach."

One thing Smith is cautious of, however, is the waste factor. Making changes sometimes means new equipment and getting rid of old technologies, which also comes at a cost.

"Right now," he says, "All our displays are LCD. Right away there's a lot less power needed, but it's like saying, 'What's the greenest car?' To get whatever the new car may be, you usually have to get rid of another car – you have to be aware of the disposal factor as well."

While they may not be the department driving Spyder's environmental awareness, Smith is quick to note some of the other, smaller ways his team has found to conserve.

"There are things we're doing that one could call green," he says. "We try to have virtual sales meetings instead of having sales reps fly into a meeting or across the country. Now, we're presenting that sort of thing online. We're trying to put things in place that facilitate a more environmental approach. Over time, because the online and electronic environment has become so rich, it's become easier."

It would be hard not to participate in a community like Boulder and an organization like Spyder. In fact, the day after Q&A talked to Smith, many of Spyder's employees were going to be participating in the area bike to work day.

"In Boulder, it's pretty far ahead," he says. "In our break room there are several recycle bins – it would be an exception for someone not to recycle. All my excess printer paper gets recycled. It's just a given here. I don't know what environments elsewhere look like. I don't know what the norm elsewhere is, to tell the truth."

That sentiment was echoed by Spyder's Senior Marketing Manager, Laura Wisner, who Q&A spoke with to get more background on everything the company is doing as a whole, starting with a plainly-written environmental awareness mantra on the Spyder web site.



For Spyder, making an organization-wide commitment was easy.

“If you’re in the corporate arena at this point,” Wisner says, “It’s part of your stewardship. We’re taking care of the environment that plays so heavily into our business. Some of the glaciers we ski on are shrinking.”

“Boulder, overall, is a vanguard community of environmental practices. Just by living in this community, many of our employees hold ‘Reduce, reuse, recycle’ near and dear to their hearts. It all begins with our employees, regardless of what department they’re in. Our size makes us nimble, and it makes things happen fairly quickly.”

One of the biggest changes for the company was a conversion from traditional coal power to wind power – in fact, the wind now powers all three of their facilities in Boulder County. That change, two years ago, also came at the suggestion of an employee.

Another change, with the help of Smith’s team, was taking Spyder’s printed catalog of more than 700 skiwear styles and moving it completely online.

“That was an easy decision for us,” Wisner said. “Catalog printing and postage is expensive – and we’re a worldwide company. By having the full range online, we can serve a global audience without cutting trees or using gas to deliver the mail. You can go to our site and look at every single turtleneck. In a catalog that would be multiple pages.”

But many of the big changes Spyder is making don’t always save them money. Rather, they look at it as an investment, Wisner said.

“We’ve not done a general cost analysis. In some instances, we choose a slightly more expensive solution. Sometimes we actually reduce expenses just by reducing the amount of materials. Sometimes it’s more, sometimes it’s less. If it’s something where we can have an affect, we’ll generally do it. With any corporation, especially our size, we take steps one at a time. Just like someone in their own household.”

The “one step at a time” mindset was echoed by Smith.

“I think going green is a human mindset more than anything else. It’s an individual choice. I don’t think a lot of people know the things they can do that will truly have the biggest impact. At the end of the day, it’s not going to be not printing an email. It’s going to be something like eliminating a cross-country flight. That’s the kind of thing that people need to be made aware of.”



### Start by Educating Your Organization

So if going green is a personal choice, then where can you start in order to make a change that affects your entire organization? Education is a good go point – familiarize yourself with what going green really means, and figure out where your department – and your company’s I.T. environment – can make the most improvements. But it can be overwhelming, considering all the information that’s out there on the web.

In a quick search, Q&A found out these facts from MSNBC.com about data centers alone – and this is just the tip of the iceberg.

- Some data centers require 40 to 50 times more power than comparably sized, regular office spaces.
- The hardware industry’s overall electricity consumption could double from 2006 to 2011, depending on the growth of demand.

So where do you turn? Q&A has compiled the best of our research to help you get down to the nitty gritty of what the I.T. version of green is all about.

- Research green data centers, one of the “hot” trends for I.T. Two bio-friendly hosting solutions we found come courtesy of Rackspace, Ltd., and Terremark Worldwide Inc. – and there are dozens of others out there. Rackspace, for example, recently built a 65,000-square-foot data center that runs on electricity generated by a renewable energy power plant, which burns biomass materials like wood chips. Want to know more? Search “going green” on Computerworld.com.

Also from Computerworld.com: Benchmark your overall data center energy efficiency. IBM can help – their Global Technology Services department can give you the professional help you need to measure your energy consumption against other businesses.

Finally, check out everything the Environmental Protection Agency has to say. There’s a plethora of results on their web site, [www.epa.gov](http://www.epa.gov), and a report requested by Congress and finished in late 2007 on server and data center energy efficiency has resulted in resources ranging from PDF downloads to podcasts. That report shed light on the huge opportunity we have to make our data centers more environmentally friendly – data centers in the U.S. alone could save a combined \$4 billion in annual electricity costs. But here’s the best part – the EPA study found that through existing technologies – ones we already have today – we could reduce annual server energy by 25 percent. Not to mention what we can do as technology improves. (Information is also online at [www.energystar.gov](http://www.energystar.gov).)



### Oracle's 'Empower the Green Enterprise' Award: Submit Your Nomination Today

Is your company using any of Oracle's products, either business applications or tech, to help protect the environment? For example, you may be using Oracle Self-Service E-Billing to move to paperless invoicing, or Oracle Advanced Compression to reduce disk space and power. If so, submit a nomination for an 'Empower the Green Enterprise' award. These awards will be presented to selected customers and their partners (system integrators, consultants, ISVs, etc.) who are using any of Oracle's products to not only take an environmental lead, but also to reduce their costs and improve their business efficiencies by using green business practices. Nominations need to be in by August 22. The winners will be notified by late August and will be honored at a special awards ceremony during Oracle OpenWorld (September 21-25 in San Francisco). Winners will receive a free registration to Oracle OpenWorld and will be included in various Oracle communications. Get more information and the nomination application by visiting [www.oracle.com/applications/green/empower-the-green-enterprise-awards.html](http://www.oracle.com/applications/green/empower-the-green-enterprise-awards.html).

- Consider the best place to put your electronic waste. Even small gadgets add up – we've seen stats that say as much as 1.5 million tons of computers, scanners, printers and other electronics were dumped in 2005 alone. Many of them contain toxic materials like lead and flame retardants, and generally, they shouldn't be put in your regular trash. Visit [EPA.gov](http://EPA.gov) to figure out the best place for your e-waste, including recycling options.

Waste Management, an Oracle customer, is also getting into the act by opening electronic recycling centers that will take your junk at minimal charge, or free if it's a Sony brand. Call 877-439-2795 for more info and to find a center near you.

Also an Oracle customer, Staples will recycle laptops, printers, and the like from its stores for a minimal \$10 each. Other, smaller objects, like computer mice, are free.

Check your recycler first: The Basel Action Network (<http://www.ban.org/pledge/Locations.html>) can give you a list of the recyclers who have made a commitment not to dump your waste material overseas, and are monitored by a third party.

- Read up. Get your hands on "Natural Capitalism: Creating the Next Industrial Revolution," a 1999 book that's the go-to text on sustainable management. It's available online (we checked [www.amazon.com](http://www.amazon.com)), and the primary argument is for making the environment part of your bottom line – in fact, it can actually be profitable.

And if that's not enough, you can further your education too. Many schools are offering higher education with a green twist – including academic leaders like Stanford and Harvard.

You can also join up with Net Impact ([www.netimpact.org](http://www.netimpact.org)), a non-profit organization for leaders that addresses sustainability with a business focus.

- Quest wants to hear from you! We know you're out there doing creative things to help the environment, and we want to know about it. If your company is a green leader, let us know – submit an article for Q&A (you could be paid \$500!), submit an education session for one of our upcoming regional conferences that details your experience, or share your ideas online via our Infocast forums ([www.questdirect.org](http://www.questdirect.org)).