

# Deploying a Green IP Telephony Network

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# The New Reality – The Triple Bottom Line

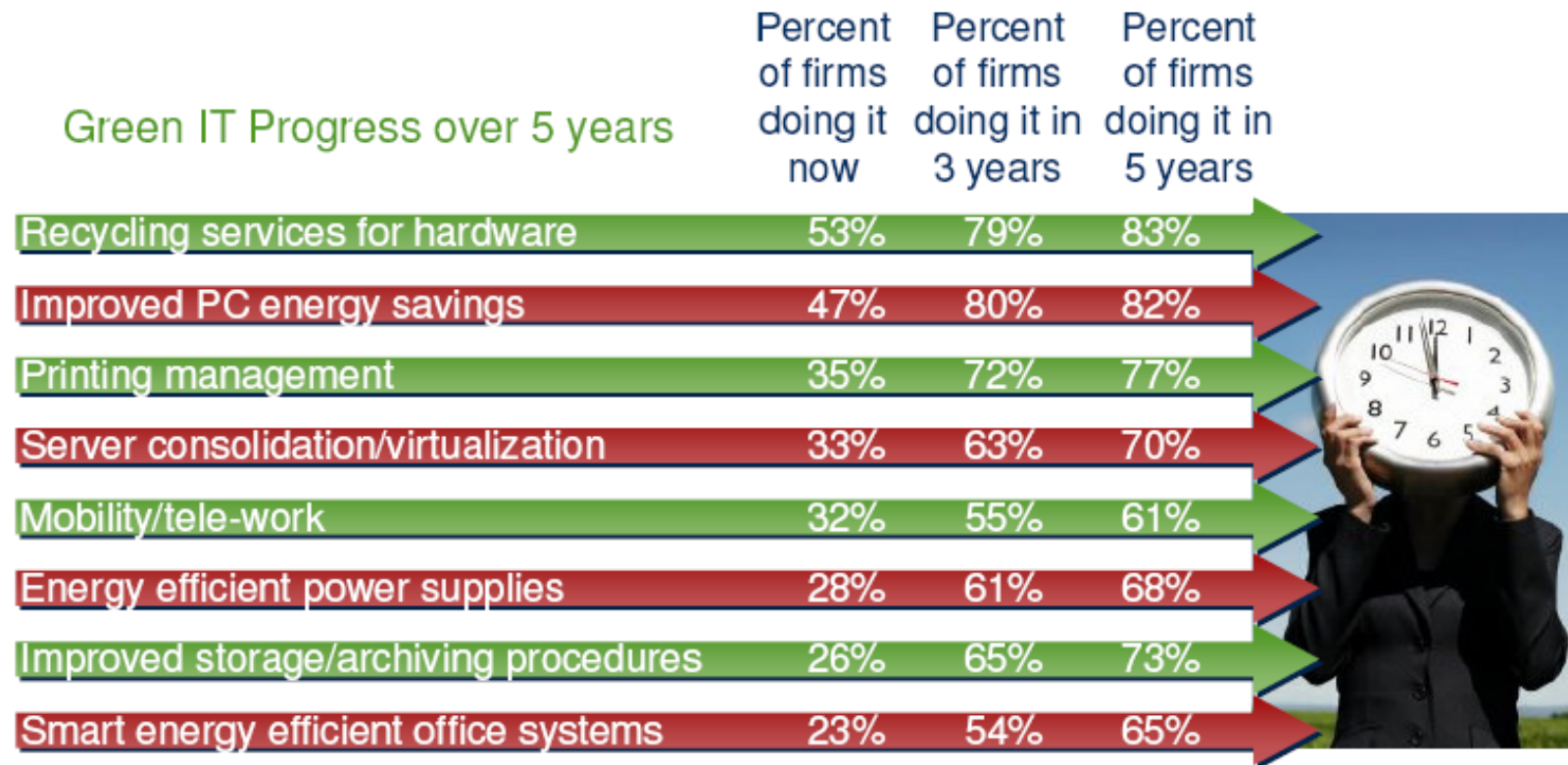


40% of enterprise CIOs indicate payback on Green IT within 1 year

IDC, 2008



# Power is Top of Mind



IDC, 2007

N=231: A09. Which of the following Green approaches to IT is your organization using? - Summary



# Unified Communications

## Lower Environmental Impact



- **Reduce Corporate Travel**
  - Collaboration and video applications
- **Reduce Commuting**
  - Teleworking
- **Reduce Office Space**
  - Hot-desking
  - Thin client deployment
- **Reduce Power Consumption**
  - Telephony integration with building automation systems
  - Products designed with lower power consumption
- **Recycle IT Related E-waste**



# Desktop Considerations – What’s in a Watt ?



3.62W



6.15W

@ 7.776 cents/kWh \* x 24 hrs x 365 days x 7 year life

\$17.28

\$29.32

Per 600 phones over lifetime

\$12,059  
122 tons of CO<sub>2</sub>

\$20,464  
208 tons of CO<sub>2</sub>

Saving per 600 phones over lifetime

**\$8,400 and 86 tons of CO<sub>2</sub>**

\* Assumes 5% rate increase

**An average car emits 63 tons of CO<sub>2</sub> in its lifetime  
An average household creates 5.5 tons of CO<sub>2</sub> per year**

# Lowering IP Phone Power Consumption

## → Lower Phone Power Consumption

- Add software to LAN switch to schedule IP power phone down time
- Have IP phone display cycle off when not in use



# Energy efficiencies on an integrated IP Network

## → Saving Energy Saves

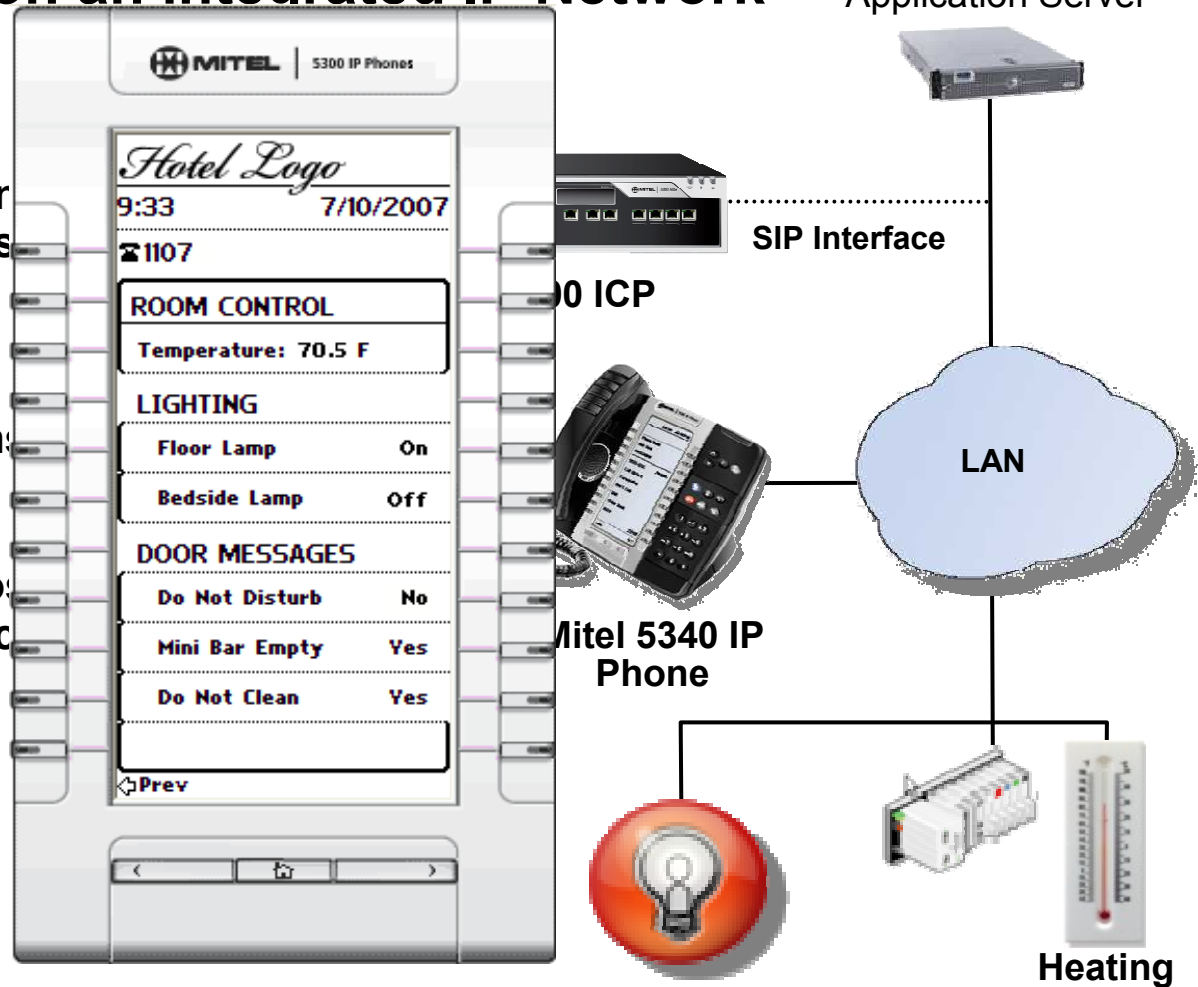
- Telephony integration building automation systems

## → Heating and Cooling

- Use phone to control temperature programs

## → Lighting Controls

- Manage electricity consumption providing telephony control building lighting



**Custom Applications to Manage Energy Consumption**



## New Innovations – Mitel & Sun Microsystems *Integrated VoIP*



**PC**  
80 watts



**Sun Ray**  
4 watts

→ For 1000 users: reduction in consumption of 76,000 watts

## In Summary - Triple Bottom Line

### → Why Power Consumption Matters

- Higher opex, reduced revenues
- Soaring energy prices impacts sales of energy consuming products
- Energy disruption impacts supply chains, production
- Inefficient usage impacts brand, competitiveness



*If the world is changing faster outside your organization than inside, the end is near*  
*Jack Welsh former CEO, GE*





# Thank you

