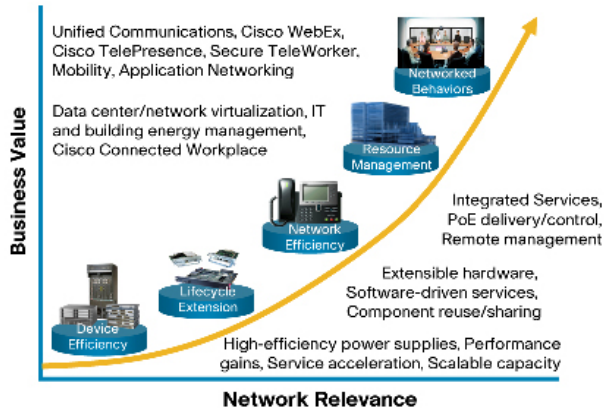




## Sustainability: The Role of the Network

In today's world, your organization is challenged to succeed equally on two main fronts: business results and environmental responsibility. As a resource that touches everything, the network plays a vital role in sustaining both the business and the environment. And the greater the role you assign the network, the greater returns on both fronts.

**Figure 1.** The Network and Its Rising Green Effect



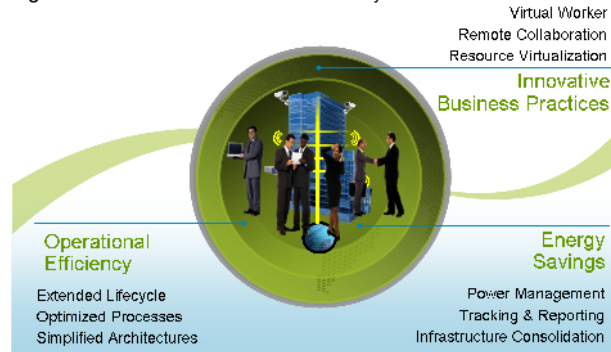
### Example: Rising Value of Cisco EnergyWise

Cisco® EnergyWise, an energy management solution supported on Cisco Catalyst® switches, exemplifies this rising effect of the network. At initial release, EnergyWise monitors and controls Power over Ethernet (PoE) devices (IP phones, WLAN access points), offering solid incremental reductions in network energy use. Further expansion of EnergyWise extends control to network-connected devices (PCs, peripherals), devices that account for 50 percent of IT-related energy demands, according to [The Climate Group's 2008 SMART 2020 Report](#). Ultimately, through Cisco partnerships, EnergyWise forms part of a comprehensive IT and facilities energy management solution that offers your organization complete control over its energy consumption and costs.

## The Cisco Networked Sustainability Framework

Success in sustainability is not achieved by simply deploying a new power-saving device or enacting a new eco-friendly policy. Rather, success is determined by many actions, actions that often link new technology to new processes to new behaviors. This holistic approach to environmental responsibility is represented by the Cisco Networked Sustainability Framework.

**Figure 2.** Cisco Networked Sustainability Framework



### Energy Savings

Controlling energy consumption and costs is a top priority for all organizations. Here, Cisco provides systems and services that:

- Use and deliver power efficiently
- Monitor and control energy demand
- Promote convergence through service integration

### Operational Efficiency

Utilizing resources for maximal effectiveness benefits the business and the environment. Here, Cisco offers:

- Platforms that adapt readily and minimize waste
- Automated management, policy controls, and zero-touch service activation for remote devices
- [Support programs](#) and [Cisco Validated Designs](#) that address business and environmental concerns

## Innovative Business Practices

Changing the way we conduct business across the network promotes significant short-term and long-term gains for the business and the environment. Here, Cisco provides systems that:

- Promote full worker productivity anywhere, any time
- Facilitate team interactions and decision making
- Maximize the use of business and IT resources
- Reduce facility needs and carbon-centric travel

## Cisco Solutions: The Framework View

How does the framework apply in the real world? Let's examine specific use cases across three points in the network: the network infrastructure, the data center, and the networked application.

### Use Case 1: The Network Infrastructure

Service integration enables Cisco routers and switches to reduce the number of devices operating within the network (energy savings); prolong the useful life of existing systems (operational efficiency); and provide critical support for collaboration, teleworking, and mobility (innovative business practices).

### Use Case 2: The Data Center

Storage virtualization capabilities of the Cisco MDS 9000 Series Multilayer Switches enable storage consolidation (energy savings), policy-based provisioning and higher utilization rates (operational efficiency), and improved information access and integrity (innovative business practices).

### Use Case 3: The Networked Application

Applications such as Cisco WebEx® and Cisco TelePresence™ enable your organization to use its collective intelligence no matter what the location (innovative business practices), avoid additional IT support burden through user control (operational efficiency), and eliminate unnecessary travel (energy savings).



## Cisco IT: Sustainable Solutions in Action

Cisco's internal IT organization is a lead practitioner in using the network to business advantage. Now, Cisco looks to further improve its environmental stance in the same way, while also continuing its business success. Here, the following major Cisco IT thrusts apply:

- Remote collaboration: Promote aggressive buildout and use of Cisco TelePresence and Cisco WebEx
- Mobile workforce: Create the enterprise office at home for employees
- Cisco Connected Workplace: Establish flexible work environments that boost worker satisfaction and reduce equipment and office space needs
- Energy-efficient data center: Use sustainable designs and a service-oriented data center approach

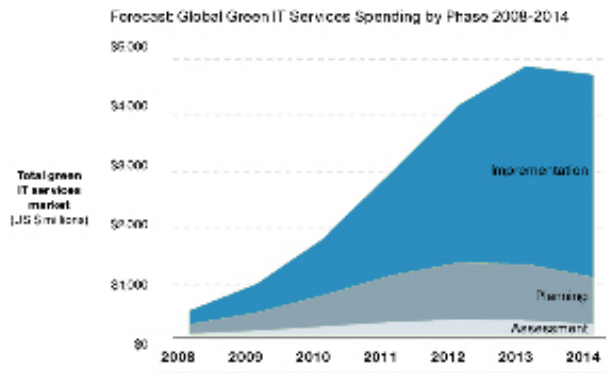
## Did You Know? Cisco ...

- Has committed to reduce its absolute greenhouse gas emissions 25 percent by 2012 as part of the U.S. EPA Climate Leaders Program
- Recycled 10,249 metric tons of electronics materials in FY2008, a 44 percent increase over FY2007
- Disposes of less than 2 percent of its returned electronic equipment in landfills
- Increased internal Cisco TelePresence room deployments from 110 in FY2007 to 259 in FY2008 (average utilization is near 50 percent based on a 10-hour day)
- Enabled a 40 percent increase in employees assigned per 100,000-square-foot office space through its Cisco Connected Workplace initiative
- [Scored 96 of 100 on the 2008 Carbon Disclosure Leadership Index](#)
- [Ranked 8th on the 2008 U.S. EPA List of Green Power Purchasers](#)

## Cisco Services for Sustainable Business

Industry predictions indicate that spending for assessment, planning, and implementation services relating to sustainability will increase dramatically over the next few years. (See the Forrester view below.) Organizations want to best match the needs of their business with the needs of the environment. Yet, most are not fully equipped to define and then take all the right steps toward achieving their sustainability goals.

Figure 3. Forrester Green Services Forecast



Source: Forrester, Dawn of Green IT Services Report, March 2008

Cisco and our certified partners can help you establish environmentally sustainable business practices using Cisco expertise and technology innovation. Primary areas of focus include:

- Improve resource efficiency and extend useful life with [Cisco Optimization Services](#)
- Create and maintain a more energy-efficient and cost-effective data center architecture with [Cisco Data Center Efficiency Services](#)
- Build sustainable communications platforms with [Cisco Services for Collaboration Technologies](#)
- [Cisco Validated Designs](#) provide proven design and configuration guidance aimed at optimizing Cisco network solutions

## Why Cisco for Sustainability Solutions?

Given its reach and role in today's networked age, the network is central to sustainable IT and business practices. As the world's leader in networking, Cisco is uniquely positioned to offer solutions and support services that help your organization achieve, or even exceed, your sustainability goals. Consider the following:

- Technology: Extensive product portfolio combined with advanced networking services and applications help ensure widespread effects.
- Support: Experience and implementation combine to aid customers at all stages of a sustainability thrust, from initial assessment to actual deployment and ongoing operations.
- Business partner: Strategic consulting, IT best practice guidance, and leasing programs serve your business and the environment.
- Practitioner: Cisco is firmly committed to environmentally responsible business practices, from supply chain management to product development to internal work processes to equipment reuse and recycling.

## For More Information

- [Cisco: Environmental Sustainability](#)
- [Cisco Data Center: Efficiency Assurance](#)
- [Cisco Routing and Switching for Sustainability](#)
- [Cisco Advanced Collaboration Solutions](#)
- [Cisco Design Zone for Sustainability](#)
- [Cisco Support Services for Sustainability](#)
- [Ecolibrium: Cisco's Sustainability Blog](#)

Let's Make Every Connection...  
A Sustaining Connection!