EXECUTIVE SUMMARY

Equitix believes in ethical investment. The company manages funds and infrastructure projects in healthcare, education, housing, and other industries. The principles that influence its investments for clients also inform its own strategy. “We exercise a socially responsible approach,” says Finance Director, Jonathan Smith. “We’re always looking for ways of improving the sustainability of our own organisation as well as our investments for clients.”

Environmental concerns are fundamental. Equitix runs an energy saving fund on behalf of the UK Green Investment Bank, which the UK Government set up to encourage a greener economy. To align with the fund’s objectives, Equitix decided to improve its own performance. “We wanted to demonstrate greener operations by becoming more energy efficient,” adds Smith.

The timing was right for other reasons. Equitix was expanding from its City of London headquarters. Two satellite offices were already open and a third was planned. Smith says: “We had no view of our ICT energy consumption, and no clear idea of how to control our ICT energy use and associated costs.”

Solution

Ridgewall, the company’s trusted ICT partner, took these requirements and created a fully-managed service based on the Cisco Energy Management Suite. The solution fuses together Cisco hardware and software with the energy management expertise intrinsic in Ridgewall, providing Equitix with energy usage visibility, analytics, and policy-based control.

“It was installed in just one day,” says Smith. “We didn’t need extra hardware or software, and our firewall and security policies didn’t have to change. The implementation was completely painless.”

Customer Case Study

Green Strategy Fuels Better Business

Cisco Energy Management Suite helps Equitix align operations with sustainable investment policy, cutting energy use and costs

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“Being environmentally sustainable was always an integral part of our values. Thanks to Ridgewall and the Cisco Energy Management Suite it’s now firmly embedded in the business.”

Jonathan Smith
Finance Director
Equitix

One of the value-add services provided by Ridgewall is to analyse data from the system and warn Equitix of any issues or opportunities. There’s no extra burden on the customer. “We don’t have to get involved in the process, but we know it’s being dealt with,” says Smith. “Ridgewall gives us regular progress reports and suggests how we can further improve.”

It’s now possible to track energy usage of any device connected to the Equitix network. In future, Ridgewall will also be able to compare energy ratings between legacy and next-generation equipment.

Results
For the first time, Equitix can measure the environmental impact of its ICT. It’s using less energy and cutting costs. Data from the system informs and validates the company’s green strategy. “A lot of businesses will have to start reporting their energy ratings and consumption, especially if they are regulated as we are,” says Smith. “But for us, this was not just about compliance. Being environmentally sustainable was always an integral part of our values. Thanks to Ridgewall and the Cisco Energy Management Suite, it’s now firmly embedded in the business.”

Equitix is continuing to embrace innovation in this area. The energy management service will operate in the new satellite office from day one. Smith confirms: “The solution gives us an exact picture of our ICT energy use. It will be interesting to see the impact of having that kind of technology from the start.”

Keeping track of ICT assets is always a challenge. The managed service produces an accurate inventory of all Equitix devices. The advantages are clear. “We’ll be able to make more intelligent purchasing decisions based on demonstrable savings and responsible use of energy,” Smith concludes.

For More Information
To find out more about the benefits of using the Cisco Energy Management Suite, please visit www.cisco.com/go/energymanagement

Product List
Energy Management
• Cisco Energy Management Suite
• Delivered by Ridgewall as a fully managed service