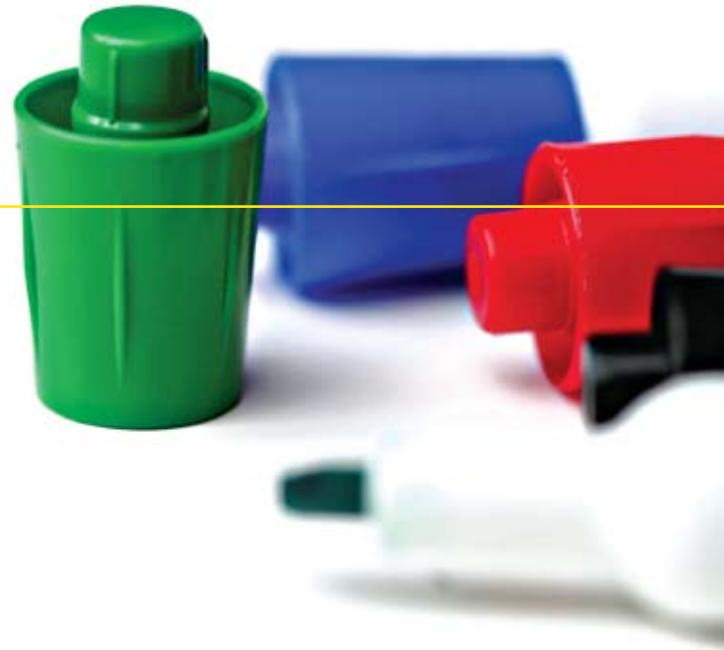


Accenture Green Technology Suite— Workplace Estimator



Technology Labs



Design and execute an environment-friendly strategy for the workplace—one that delivers bottom-line benefits and enables high performance.

The environment has moved right to the top of the corporate agenda. Going green is a matter of the planet's survival, and for companies in pursuit of high performance, it also makes sound business sense. IT is pervasive in today's business environment, and can contribute significantly to a company's carbon footprint. Accenture recently launched the Data Center Estimator, a key tool in the Accenture Green Technology Suite, which provides clients with a way to craft a comprehensive strategy for making data centers more environment-friendly. Now, the Workplace Estimator, another component of the Accenture Green Technology Suite, provides users with a way to apply the same principles to the workplace.

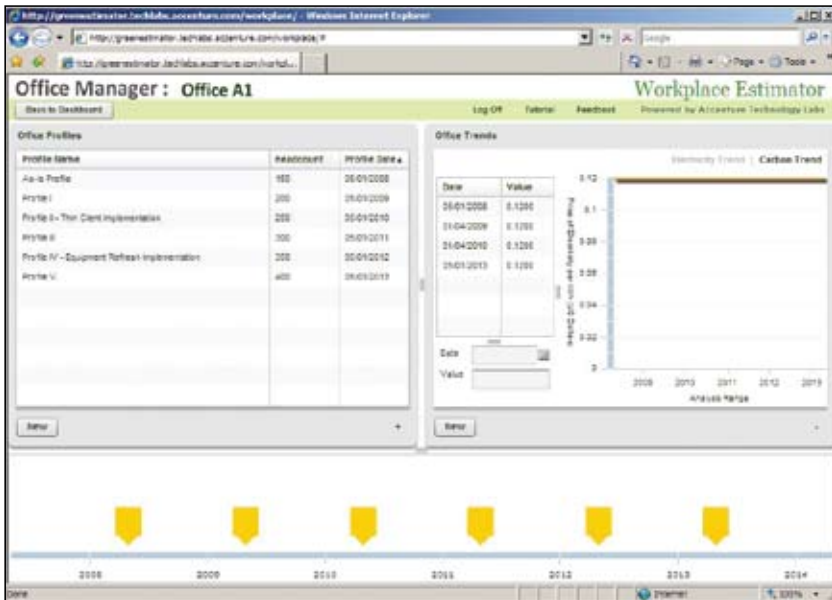
Challenges and opportunities

The workplace presents some interesting challenges to a company's green agenda. Personal computers and monitors currently contribute a substantial

portion of the IT department's carbon emissions. This state of affairs may be attributed to the fact that energy-saving policies are seldom applied to personal computer equipment. In addition, few IT departments have plans to move to more energy-efficient personal computing paradigms.¹ Reversing this trend could have bottom-line benefits in terms of reduced energy costs and help companies comply with environmental regulations applicable in the areas in which they operate.

In addition, there are a number of cultural behavior patterns that contribute substantially to the negative impact the workplace can make on the environment:

- Meetings are routinely conducted in person rather than virtually.
- Supervision is interpreted physically, meaning that even those who can work remotely need to travel to work.
- Computers and monitors are left on overnight and over weekends.



There is a clear imperative for businesses to create effective strategies to make their IT more environment-friendly, and to invest in IT infrastructure that will enable virtual collaboration more effectively. In this way, environment-friendly practices can become a catalyst for high performance. For example, enabling a mobile workforce would mean creating an IT infrastructure that would support communication between different types of devices, for example personal digital assistants, laptops and mobile phones. A workforce that can work wherever it needs to consumes less energy in travel—a green benefit—but it can also be 22 percent more productive²—a clear business benefit. Added incentives come from the reputational benefits associated with environment-friendly practices. Apart from an expected increase in government regulation to enforce these practices, it is already clear that a growing number of clients and investors are prepared to reward green companies with loyalty and investment.

How it works

The Workplace Estimator, developed by Accenture Technology Labs, helps companies build green technology strategies and environment-friendly IT practices as part of a journey toward high performance.

Using a Web-based interface, the Workplace Estimator provides rapid environmental and financial assessments of workplace initiatives. The tool examines the workplace IT footprint of the

client and models optimization scenarios such as thin clients, telepresence and equipment refreshes. Users are able to view results based on different scenarios and alter strategy plans as circumstances change.

It then helps to create a detailed strategy with an intelligent road map that specifies not only what should be done, but when. Users do not need to fly blind, but can use the tool to understand the likely impact of planned changes (from a financial, behavioral and environmental perspective). Some of the potential areas of savings are seen in the form of a reduction in travel and energy usage and lowered carbon emissions. The Workplace Estimator also provides solid reasons for businesses to move forward toward ISO 14001 environmental certification.

1 Energy-saving computer paradigms would include the thin client architecture, where most processing takes place on the central servers, with the minimum occurring on the personal computer itself.

2 NOP World—Technology report, "Wireless LAN Benefits Study," 2001.

About Accenture Technology Labs

Accenture Technology Labs, the dedicated technology research and development (R&D) organization within Accenture, has been turning technology innovation into business results for 20 years. The Labs create a vision of how technology will shape the future and invent the next wave of cutting-edge business solutions.

Working closely with Accenture's global network of specialists, Accenture Technology Labs helps clients innovate to achieve high performance. The Labs are located in San Jose, California; Chicago, Illinois; Sophia Antipolis, France; and Bangalore, India. For more information, please visit our website at www.accenture.com/accenturetechlabs.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 180,000 people in 49 countries, the company generated net revenues of US\$19.70 billion for the fiscal year ended August 31, 2007. Its home page is www.accenture.com.

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