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BRIEF PROFILE

Lakshmi Narayan (Lux) Rao is the Marketing Director for Jamcracker Inc. He is responsible for managing Global Channels. His role involves setting up Channels for Jamcracker and devising & driving Channel Marketing Strategies. Lux has over 20 years of experience in multifarious roles spanning IT Hardware & Software Marketing, Sales, Channel Management, Product Management, Product Support, Pre-sales, Competency Development and Customer Service in Organizations such as IBM, Canon & Xerox.

Prior to the current role, Lux was managing the Country Channels for IBM India/South Asia for the Lotus Brand of Software Solutions. As a Channel leader, Lux's role was to ensure Channel readiness and effectiveness to handle Lotus Value Portfolio.

EDUCATION

Lux is an Electronics & Communication Engineer from Bangalore University besides holding an MBA specializing in Marketing & Finance from Manipal University.

HOW GREEN IS YOUR IT

A significant positive trend in the direction of Green IT is embracing the Cloud Model. The Cloud delivery model offers a distinct approach carbon dioxide emission reductions.

THERE IS A HIGH degree of sensitivity amongst organizations today to ensure that they do not add to environmental abuse. In fact, it is no longer an exception to see customers specifying that their vendors qualify for essential environmental standards.

Increasingly, vendors are running the risk of getting disqualified in the sales process unless their products and services comply with international Green IT standards.

Is this talk about Green IT merely a fad?

The Servers that are running in Organizations consume power, air conditioning and generate heat that adds to carbon emissions.

If an inefficient server consumes 300 watts of power, that's 2.62 megawatt hours/server/year ($300 \times 24 \times 365$). Taking our calculations a little forward and translating electricity consumption into CO₂ emissions. (Carbon dioxide "is the most prevalent greenhouse gas from the production of electricity.") It is equivalent to 1.755 tons of CO₂, which is equivalent to CO₂ emission resulting from driving a sedan for over 9500 kms.

The same calculations for 4 Servers will make it about 10.48 MWH/Year and CO₂ emissions equivalent to a CO₂ emission whilst driving a whopping 38000 kms.

An energy efficient server might bring down the CO₂ emission and green house gas effect by over 40%.

The Cloud is Green !!

The Cloud delivery model offers a distinct approach carbon dioxide emission reductions.

Economies of scale realized from centralized processing and a shared services model automatically reduce the number of decentralized servers thereby contributing to a smaller carbon footprint. Instead of hundreds of thousands of customers individually operating their own servers and the power hungry facilities to support those servers, the Cloud multi-tenant model centralizes data center operations to use less equipment and a small fraction of the supporting facility costs.

Not only is it contributing to the Green IT revolution but it helps save costs by way of servers and accompanied maintenance/upkeep expenditure.

Many businesses are now finding that switching to a Cloud solution not only solves this problem, but also offers many environmental benefits. In a time

when "going green" is high on many companies' priority lists, Cloud provides a great way to improve business processes on both fronts.

When companies use Cloud applications, the vendor's central data centre already provides the computing resources to run the application. Customers do not need to consume critical resources to generate the power for their own host machine. Further, the redundant backup power, HVAC systems, etc. are also handled by the vendor data centre and not the customer, which positively impacts the customer's bottom line -- a very important benefit.

Shared Resources such as in the Cloud model go a long way in optimal usage of infrastructure and not only preserve the environment but save costs.

Green Data Center

A green data center is one which maximizes energy efficiency and minimizes environmental impact. All of us need to make a difference in bringing in reforms and rethinking ways of optimizing equipment rather than purchasing newer equipment. If scaling up is inevitable, it is important to consider energy-efficient computing products.

Small measures go a long way in ensuring lower costs, increased power availability and cleaner air.

Minimizing Landfill Waste

All computers end up as toxic waste in a landfill, so consolidating servers saves more than energy.

Clearly, the less hardware is used and wasted, the better, and using a Cloud provider's hardware rather than your own is a great way to help make this a reality.

For example, circuit boards contain mercury and lead, two elements which can cause brain damage. Plastic stabilizers within the casings include cadmium, a heavy metal carcinogen which can damage kidneys and bones.

The Final Word

What is Green with reduced carbon foot-print, Scalable, Quick to implement, Pay-as-you-Go, No minimum order quantities, No vendor lock-in and very cost effective?

Cloud is the closest that comes to answering the above Wish list and thus explains the highest degree of hype, interest and focus that any technology has generated in decades. **SME**