green telecom
Our new supplement attached to this issue

THE LONG VIEW
Does a successful mobile Internet need Google?

THIS WEEK
Full coverage from GSM Asia Mobile Congress in Macau

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ASEAN * HK * CHINA EDITION

November 13 2007
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Written & published from 5 bureaus worldwide

Vietnam Public Security Ministry, Vimpelcom join forces on new telecom entrant

Vietnam's Ministry of Public Security this week confirmed its entry into the country's telecom sector through new company Global Telecom Corp, according to the Vietnam News Agency.

The new operator will be funded to the tune of VND500 billion (US$31.25 million) initially and will be backed by Russia's Vimpelcom. Government officials first inked a "co-operation" agreement with Russia's second largest mobile carrier in September.

Gtel Mobile will be Vietnam's seventh operator when it rolls out. As well as the ministry and Vimpelcom, US-based Millennium Global Solutions Group will invest in the joint venture.

According to a statement from VimpelCom, it will invest up to $1 billion over the next several years in the development of a GSM mobile network and provide technical and operational expertise to the joint venture.

In accordance with Vietnamese investment laws, VimpelCom will own a minority voting stake in the joint venture. However, it said that the principal agreement will see VimpelCom hold a majority of the economic interest in the joint venture and exercise significant influence over the joint venture's operations.

"We are very excited about this transaction, our first expansion outside of Russia and the CIS," said Alexander Izosimov, CEO of VimpelCom.

Death of the PDA?

Converged mobile devices and so-called smartphones are slowly strangling the market for PDAs and other handheld devices, according to the latest survey from IDC.

While it fell short of predicting the death of the PDA, the figures were telling: the worldwide handheld device market posted its fifteenth consecutive quarter of decline in shipments, which according to IDC signalled either vendor intent to scale back production or exit from the market entirely, or both.

According to IDC's Worldwide Handheld QView, vendors shipped 728,894 handheld devices in 3Q07, approximately 1.5% more than the previous quarter but 39.3% less from the same quarter a year ago.

"The handheld device market has been under constant pressure, with mobile phones and converged mobile devices appropriating many of the handheld's salient attributes," said Ramon Llamas, research analyst with IDC's Mobile Device Technology and Trends team. "Handheld product portfolios have suffered as vendors have reallocated their production resources."

About the only bright note, he suggested, was that the handheld still has a loyal, if shrinking, following in developed economies, especially among enterprise users. "In emerging markets, the appeal of the handheld devices seems anchored in the fact that, in the absence of a monthly service plan, it has a lower total cost of ownership compared to mobile phones and/or the converged mobile device."

According to IDC's report, Palm is the clear leader in the handheld market even though it has

COMMSDAY LIVE
ELECTION 2007

The Post-Poll Telecom Agenda

L'Aqua, Cockle Bay Wharf, Sydney, Australia
Monday Dec 3 2007 9am-5pm

The next Australian parliamentary term will likely see a new minister and radical changes to telecom policy. Big questions that will influence the future of the telecom sector for over a decade will be determined by the next government. What price for a bre to the node network? Will we get fibre to the home? How will Opel's deployment affect the economics of backhaul and broadband? Will Telstra succeed in its campaign for relaxed regulations?

Find out what the industry thinks as we assemble a top line-up of carrier chiefs, lobbyists, analysts, regulatory specialists and technologists to discuss the impact of the new government - whoever it might be - on the telecom sector.

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9-10.30am Capital & Labour
- Telstra public policy managing director Dr Phil Burgess
- Communications, Electrical & Plumbing Union senior national industrial research officer Ros Eason
- Citigroup telecommunications analyst Tim Smeallie

11am-12.30pm Operator crystal balls
- Optus director corporate and regulatory Paul Fletcher
- Internode carrier relations manager John Lindsay
- Telstra regulatory director Dr Tony Warren

1.30pm-3pm The great broadband policy push
- Nextgen director carrier & sp Errol Shaw
- Pipe Networks co-founder Stephen Baxter
- Market Clarity CEO Shara Evans

3.30pm-5pm Getting the policy & processes right
- Communications Alliance CEO Anne Hurley
- Institute of Public Affairs research fellow Chris Berg
- Havyatt Associates' David Havyatt

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Yes, I would like to attend The Post-Poll Telecom Agenda
from 9am-5pm Monday 3 December 2007 at L'Aqua, Cockle Bay Wharf, Sydney

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not launched a new model for over two years. However, it noted that over the same period, the company has released nearly a dozen new Treo converged mobile devices.

Following Palm were HP, Mio, Fujitsu-Siemens and Sharp.

Top Five Handheld Device Vendors, Shipments, Market Share, and Year-On-Year Growth, 3Q07

Vendor	3Q07 Ship-	3Q07 Market	3Q06 Ship-	3Q06 Mar-	3Q07/3Q06
Palm	325,000	44.6%	450,000	37.5%	-27.8%
HP	198,100	27.2%	240,000	20.0%	-17.5%
Mio	81,903	11.2%	117,557	9.8%	-30.3%
Fujitsu-	39,519	5.4%	25,354	2.1%	55.9%
Sharp	17,500	2.4%	101,000	8.4%	-82.7%
Others	66,872	9.2%	267,634	22.3%	-75.0%
Total	728,894	100.0%	1,201,545	100.0%	-39.3%

Source: IDC Worldwide Handheld QView, November 9, 2007

Bayantel's mobile fixed hybrid takes on telco giants

BayanTel's newest innovation poses a new challenge to established phone services in the Philippines. The firm has tried and failed to roll out its cellular phone service for years and given the current weak state of the landline business in the country, Bayan opted to create a new "category" for its services.

Its wireless landline service combined features of a traditional fixed landline and a cellular phone, with a SMS service available to Bayan subscribers and existing mobile phone users of other telcos. The mobile landline also has standard features of a mobile phone such as directory, caller ID, stopwatch, timer, call logs and others.

"Rather [than] compete with the big [telcos head on], [Bayan would] rather find a niche. I think they found it," according to Jay Bautista, executive director of the Nielsen Media Research Philippines. "Consumers want something that provides the same benefits [of a cellular phone] but at a lower cost and very reliable. That's why it is the one benefit that attracts consumers [to Bayan]," he added.

Currently, PLDT, controlled by Hong Kong's First Pacific and Japan's NTT group, dominates the local telco arena, followed by Globe Telecom which is led by the Ayala group and Singapore Telecom. Both firms make up about 95% of the local market for both handy phone and fixed line businesses.

Bayan falls a distant third, especially since its presently on its third year of a court-approved 19-year restructuring of $325 million in debts. At end-September, it has paid P1.75 billion in interest, and P360.6 million of the principal amount.

Bayan's landline subscribers stood at 300,000 as of last year. In contrast, PLDT had 2 million; its unit Pilipino Telephone Corp., 46,202; Globe unit Innove Communications Inc., 329,908; Bell Telecom, 271,000; Philcom, 53,098; Eastern Telecommunications Philippines Inc., 22,467; and PT&T, 14,193.

According to Edgardo Cabarios, head of the National Telecommunications Commission's common carriers and authorization division, there is market for wireless landline as people want mobility at a cheaper rate.

Bayan's service offering challenges rivals' pricing strategies. "If you are a cell-phone company and there is a company offering at cheaper rates, you have the pressure you cannot raise your prices," he said.

"They called it pressure created by the market, it is not the regulator mandating it but it is the pressure of the market," he added. Bayan's wireless landline service is said to end the year with 100,000 subscribers, effectively growing its landline subscriber base by 30 percent.

Pamela Perez

Tower-sharing ruling to be issued by Indonesian Government

The Indonesian government plans to mandate mobile phone operators to share their transmitting towers to ensure a more efficient industry infrastructure, according to an official at the Communications and Information Ministry.

Gatot Dewa Broto, spokesperson for the ministry's post and telecommunications directorate-general, told Thomson Financial, that a tower-sharing ruling is expected to be issued by the end of this year and phone operators will be given two years to comply with the proposed ruling.

A survey to seek inputs from industry players is currently being conducted by the directorate-general's office. The concept of collocation sprung from constraints with the traditional tower sharing of loading towers with too many antennas which can compromise the stability of the structure, says experts.

Antenna sharing is portrayed as a win-win-win solution for wireless carriers, tower companies and the general public. Carriers need not invest millions in tower infrastructure. Collocation revenue may be had for tower companies by adding more carriers to existing towers without adding more antennas. The public benefits because there would be no need to overload existing towers.

Newcomers will not need to incur massive capital spending to build the towers, while tower owners will get extra revenue from sharing their capacity, said Broto.

Pamela Perez

DST Group selects Ericsson to deploy Brunei 3G

DataStream Technology selected Ericsson to deploy and integrate DST's new nationwide WCDMA/HSPA (High-Speed Packet Access) network in Brunei.

DST, the leading mobile network operator and service and entertainment provider in Brunei, expects its new network to considerable increase mobile data download speeds up to 3.6Mbps initially and up to 14.4Mbps in the future.

This will enable DST mobile users to have access to a greater range of media-rich broadband services such as video telephony, music and video entertainment, mobile TV streaming via their mobile devices as well as mobile broadband internet access using PC cards.

Ann Emilson, President and Country Manager, Ericsson Singapore, said, "We are very honored to be selected by DST to provide advanced HSPA technology for Brunei Darussalam. Mobile broadband offers bandwidths similar to what DSL and cable offer today – but with the added advantage of being wireless, and accessible on the move."

DST will transform mobile communication services in Brunei with the new 3G network, offering DST customers one of fastest mobile data services in the region. Brunei has presently one of the highest mobile penetration rates in the South East Asia region.

As part of the agreement, Ericsson will provide professional services such as project management, implementation, system integration and support as well.

"DST is committed to provide our customers with high quality telecommunication services. Our plans to drive the evolution in Brunei telecom industry are certainly in line with our government's vision to leverage on advanced info-communications to diversify and to create a vibrant knowledge-based economy in this region," said Dr. Haji Mohd Amin Liew Abdullah, Group Chief Executive Officer, DST.

Pamela Perez

Telenor Pakistan deploys Multimedia Management Solution for Mobile Subscribers

Telenor Pakistan launched new service that carries PixSense PSP (Preserve, Share, Publish) Platform. Telenor's PicShare will provide "secure yet equitable "means of unlimited phone-to-phone and phone-to-web sharing by automatically uploading them online from their mobile handsets to a private account.

The PixSense PSP platform is integrated with patent-pending technology which presents real-time, on-device media compression that converts different mobile media formats without sacrificing the quality. It is supported on over 180 handsets from various manufacturers running different

operating systems including Symbian OST, J2ME, and Microsoft Windows Mobile.

"Now with PixSense we can easily host services for subscribers that will allow them to take advantage of their multimedia mobile devices, and enjoy greater freedom and creativity when managing and sharing the media they capture," Sigvart Voss Eriksen said, Chief Marketing Officer Telenor Pakistan.

Joanna Meneses

Olympics footage over Telstra networks

Telstra has confirmed deals to organise and support the undersea transmission of Beijing Olympics footage from China for Seven Network.

Following confirmation of arrangements with Beijing 2008 telecom partner China Netcom last month, Telstra said it would deliver the footage over two cable paths. The first will utilise APCN2 from Beijing to Tokyo, and then the Australia Japan Cable from Tokyo to Sydney. The second route connects Beijing and Hong Kong and then Perth via the SeMeWe3.

Telstra International managing director Drew Kelton said its IP network was well suited for supporting the increasing demand for High Definition television signals. "Telstra owns one of the most technologically advanced IP global backbones in the world that has the bandwidth to deliver both High Definition and Standard Definition images for TV transmission to plasma or LCD TVs," he said.

Tim Marshall

Macquarie Hanaro Telecom bid dropped

Macquarie Bank's reported bid for Korean fixed-line and broadband operator Hanaro Telecom has been dropped, leaving a local mobile operator to investigate a possible deal. CommsDay reported last week that Macquarie has put in a bid for the 39.3% controlling stake in Hanaro valued at US$992 million, currently owned by a consortium of AIG and Newbridge capital. Local mobile company SK Telecom has now taken the lead as a potential preferred bidder for the stake.

A source leaked that Macquarie's Korea Opportunities Fund was advising investors and the board that the big had failed, and the company is now seeking to use the funds allocated to the bid in a number of large transactions in the US. CommsDay spoke to John Larkin, senior manager of Macquarie International in Seoul, who refused to comment on reports that its hopes had been dashed in the bid for Hanaro.

Hanaro shares had jumped almost 10% last week following rumours of the Macquarie bid. According to sources, Hanaro was seeking 14,000 won per share, with Macquarie offering 12,000 and second-placed bidder Carlyle Group understood to have offered 10,000 won per share. SK Telecom's share price increased by 4.14% after it entered the bidding war for Hanaro, which if successful would give the mobile operator a strong position in fixed and broadcast services.

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Local analysts are speculating on the possibility of the deal paving the way for further consolidations in the industry.

"A decision has yet to be made but we are positively reviewing the proposed bid for Hanaro," said a spokesperson for SK Telecom. "If we acquire Hanaro, it will help SK Telecom diversify its business and also strengthen its competitiveness in both mobile and fixed-line markets." Hanaro has yet to confirm any reports of bids for the stake, but maintains a winner will be announced soon.

Luke Coleman

Sybase 365 goes natural

Sybase 365 announced Answers 635, a claimed "one of a kind" Natural Language Service that makes SMS communication possible for the consumers and mobile service providers using their own words without multi-level applications.

The automatic scheme of Answers 365 is claimed as being able to understand common misspellings, multi-part queries, slang, and synonyms which make it an efficient channel for communication. "Consumer adoption is always dependent on making a technology or service user-friendly. Answers 365's intuitive interface and natural language capability will advance and improve user adoption of a wide variety of mobile services," said Marty Beard, president, Sybase 365.

The recently launched Sybase product which is the mBanking 365 is one example where this technology is utilized. It consists of a natural language feature that enables customers to access their personal bank account information and services easily.

Sybase 365 expands into North Asia

Four leading operators in North Asia have chosen Sybase 365 to provide International SMS connectivity: KT Freetel, South Korea's prominent mobile operator with 11 million subscribers; LG Dacom, part of the LG Group in Korea; Taiwan Mobile; and Vibo Telecom.

"With such an extensive network, Sybase 365 is now in a stronger position to provide a single point of contact for these four newly-added operator partners for global messaging connectivity while providing new international communication opportunities for our existing customers in the North Asian region including China Mobile and NTT DoCoMo" said Marty Beard, president, Sybase 365 North Asian subscribers are now able to reach 2.2 billion mobile subscribers globally, making a gateway for a higher profit for North Asian operators.

AWARDS FOR HUAWEI

Huawei Technologies has been awarded Frost & Sullivan 'best practice' awards for next-generation networks and business development strategy leadership. Both awards were in recognition of NGN rollouts in Latin America. Huawei Latin America president Jiang Yafei said, "these awards recognise our successful business strategy and showcase our continuing efforts to focus on customers' challenges and requirements, providing competitive telecommunication solutions and services, and consistently creating maximum value for customers."

Comment by Geoff Long

Mobile Internet doesn't need Google to succeed

We're entering an exciting time for the mobile Internet sector. I think there are enough encouraging announcements happening that will see it develop into something much more useable in 2008.

As I suggested a few months back, perhaps one of the lasting legacies of Apple's iPhone is that it will push other players in the market to keep up with its innovation. We're already seeing that – whether it's a consequence of Apple or not – with much improved technology coming from all of the major players, whether its Windows Mobile, the Nokia/Symbian camp, RIM and its Blackberry, Apple itself and of course one of the most keenly-waited announcements of all – Google and its open mobile alliance.

Just a small sampling of the announcements that have been encouraging over the last month include Microsoft and Nokia getting together to pre-load Windows Live services on mobiles (not an

exclusive deal, by the way), Nokia finally announcing its roadmap for touch-screen phones and a touch-screen user interface built into its Series 60 software, RIM adding new touches such as Facebook support for the Blackberry, and Apple relenting and allowing third-party apps for the iPhone (although only those that it pre-approves).

ANDROID: But the biggest announcement was no doubt from Google last week with its "Android" and the Open Handset Alliance, which features an impressive line-up of founding members. Rather than list who they are, it's more instructive to list who's not there: Apple, Microsoft, Nokia, RIM and Sony Ericsson. All powerful players, but then again the likes of China Mobile, Intel, Qualcomm, Samsung, T-mobile and Telecom Italia among the 34 founders of the Open Handset Alliance are not bad allies either (not to mention the mighty Google itself).

According to the Google announcement, the Android platform is (or will be) a fully integrated mobile "software stack" that consists of an operating system, middleware, user-friendly interface and applications, with the first phones based on Android to be available in the second half of 2008.

It said the platform will be made available "under one of the most progressive, developer-friendly open-source licenses, which gives mobile operators and device manufacturers significant freedom and flexibility to design products." As its first move, the alliance will this week release an early access software development kit to provide developers with the tools necessary to create applications.

It certainly sounds like the real deal, but there are some things worth pointing out. For one thing, late 2008 is still a long way out when we're talking technology and a lot of new innovations from the rest of the mobile industry will have happened by then. And as a number of people have mentioned that I've spoken to recently, bringing out a mobile operating system is no easy feat. Just think how long it took Microsoft to get Windows Mobile relatively stable and established, and even Nokia with Symbian and Series 60 has had more than a few hiccups along the way.

Open source mobile phones are not new, either. Efforts to get Linux on phones have been in the works for a few years now, but there's nothing serious that has eventuated other than a low-level operating system that is really not that compelling. And those efforts and alliances involving the likes of Motorola still exist.

Another significant mobile device operating system, which is also open and with a massive developer community, is the PalmOS. There are literally thousands of mobile applications for the PalmOS yet it continues to struggle.

Given that it will not appear before the second half of next year, Android is not likely to have much effect in 2008 at all. But in the meantime I expect that the mobile Internet will become a lot more user-friendly. For example, one of the new services I'm trying out now, the Widset (www.widset.com) platform for bringing widgets, or small applications, to a mobile phone really does improve the user experience when it comes to accessing Internet on the phone.

So too do things such as the mobile version of Gmail, which I've now downloaded on my mobile. So perhaps the underlying operating system is not that much of an issue anyway – the real groundbreaking developments are those that are happening on the Internet. And I expect that they will have moved ahead rapidly by the time Android makes its debut.

Geoff Long

green telecom

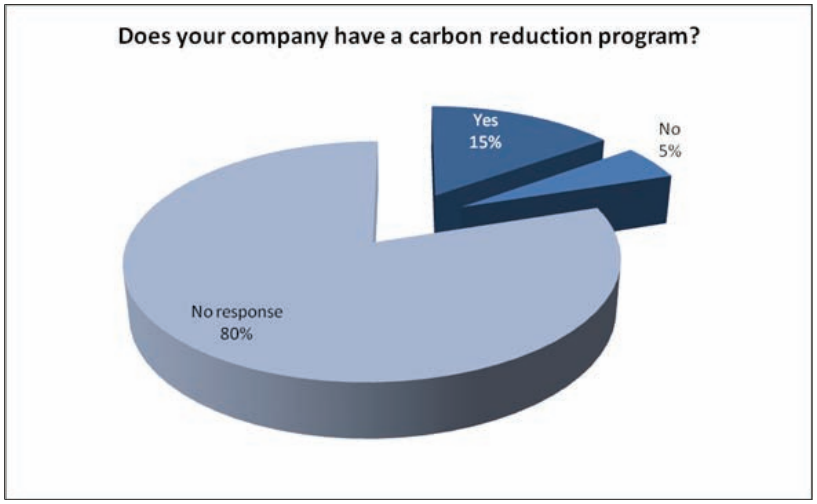
The path to sustainable telecommunications practices

NOVEMBER 13 2007: Green Telecom is a new fortnightly supplement with all CommsDay regional editions highlighting the move towards sustainable use of telecoms products and services. Editor: Tony Chan at tony@commsdaymail.com. More information can be found at www.energy4technology.com

Green Telecom survey: Asia telcos unprepared for the carbon challenge

It is clear from our first Green Telecom survey on climate change awareness in the Asia Pacific telecoms sector that, with the exception of a few leaders, the majority of operators in the region have yet to adopt any policy whatsoever to tackle what has been described as the greatest crisis facing human kind.

The Green Telecom survey consisted of an email sent to 40 operators in the region and asked the public relationship and press offices of the operators to answer three simple questions: Does the operator measure its carbon footprint? Does the operator have a carbon reduction program in place? Does the operator use any form of renewable energy?



Respondents were promised total anonymity unless otherwise requested. 32 operators did not respond to the survey. Of the eight responses (20% response rate), six operators answered positive to all three questions and two responded with all negatives.

What is abundantly clear from the responses is that those companies aware of the challenges of climate change have a clear understanding of the issue and have already started or completed the complex task of auditing their carbon footprint, as well as developing a carbon reduction strategy and setting clear targets for sustainable development.

It is fair to say that a portion of the respondents, due to language barriers, may have ignored the survey, there is also reason to believe that many of the non-respondents ignored the survey questions because they were not prepared to answer questions on climate change.

Even among the operators that submitted responses, there is much disparity in the type of initiatives and the level of corporate policies adopted, and the targets they have set.

Targets and their measurements vary greatly for each operator.

For example, BT pledges to reduce its emissions to 80% below 1996 levels by 2016. NTT DoCoMo, on the other hand, sets its target by taking a projected carbon emission for 2010, and pledging a 15% reduction on that number, or keeping its emissions below 1.17 million tonnes in 2010, from about 1.11 million tonnes for the year 2006-2007.

The methodologies deployed to reduce emissions also vary. BT claims great successes by reducing corporate travel and the increase use of conferencing, encouraging telecommuting by its staff, increasing energy efficiency of its network infrastructure and vehicle fleet and increasing use of renewable energy sources. NTT DoCoMo's efforts focus on adopting more energy efficient base station installations, reducing waste through handset recycling programs, and the implementation of a green procurement program. Telstra measures its achievements in units of energy (joules) and is claiming success through more efficient practices and the use of renewable energy, namely as the biggest use of solar energy with 10,450 solar power sites.

Despite the different approaches, going green has yielded measurable benefits for the operators.

For the 2006/7 financial year, BT's efforts, which cut 34,100 tonnes of emissions, roughly 5% of its 640,000 tonnes of total emission for the period, resulted in costs savings with an environmental component, such as travelling, of £229.3 million. Telstra's improved energy-efficiency practices saved resulted in a direct saving of A$1.8 million in electricity bills.

BT, Japan's NTT DoCoMo, Telecom New Zealand, Australia's Telstra and Optus, and Smart Communications in the Philippines were the six operators who responded to the Green Telecom Survey.

Tony Chan

Telecom can be "hero" in the fight against climate change

Like every other industry on the planet today, the telecommunications industry is becoming aware of the impacts of climate change. The difference for the telecoms and IT industries is that the capabilities and features it offers can potentially replace or at least improve the carbon profile of other industries.

"The telecoms industry has the potential to be a hero in the fight against climate change," says Jeremy Green, Ovum's Principal Analyst for Enterprise Mobility and member of the team behind a specialized consultancy group, *ICTandclimatechange.com.* "Unlike other industries, telecoms can be part of the solution and help dematerialize and decarbonizes other sectors of the economy.

Services such as video conferencing to replace long haul travel, telecommuting, and systems optimization can all reduce overall carbon emissions.

British Telecom, for example, has implemented many solutions and reports substantial benefits.

The use of conferencing by BT staff worldwide eliminated more than 860,000 face-to-face meetings and reduced the operator's carbon footprint by at least 97,000 tonnes per year, according to Donna Young, head of BT's Climate Change group, citing a report by the University of Bradford and SustainIT.

At the same time, BT encourages many of its employees to telecommute and has 13,000 home-based staff (more than 10% of its 106,000 global work force) that work at home an average of 2.1 days per week, saving a further 3,663 tonnes per year of travel-related emissions. BT reported 640,000 tonnes of carbon emission in 2007.

Towards a High-Bandwidth, Low Carbon Future in Australia

* 1.8 million tonnes (Mt) by using broadband to remotely manage power for appliances not in use or on "stand-by";
* 2.4Mt by improving business productivity with "in-person" high-definition videoconferencing;
* 2.9Mt with broadband based, real-time freight allocation systems to fill empty freight vehicles;
* 3.0Mt with presence-detecting services that turn off devices that are "on" but not being used;
* 3.1Mt with teleworking and working in regional centres by reducing commuter car traffic;
* 3.9Mt by bringing integrated personalised public transport to your door with a phone call; and
* 10.1Mt by increasing renewable energy use with networked demand-side management.

Background Press release
http://www.telstra.com.au/abouttelstra/media/announcements_article.cfm?ObjectID=40778

Full report
http://www.telstra.com.au/abouttelstra/csr/docs/climate_full_report.pdf.pdf

Meanwhile, a Telstra-backed report, *Towards a High-Bandwidth, Low Carbon Future*, says Australia can save almost 5% of its current carbon emissions by adopting some forward-thinking telecoms strategies. The report by consultancy, Climate Risk, estimates the annual cost savings of such initiatives at A$6.6 billion (US$6.1 billion) and the value of carbon credits created at anywhere between A$270 million and A$1.2 billion (US$250 million to US$1.1 billion) depending on the carbon credit trading market.

These "carbon opportunities" leverage Australia's broadband network to better manage power consumption, improve transportation efficiency and maximize the effectiveness of renewable energy sources.

IBM wants to pay you for saving energy

IBM launched a new initiative on 2 November that will allow its clients to trade their energy savings for cash or credit.

IBM, which recently launched its "Big Green" initiative to help corporations implement more energy efficient systems for their datacenters, will award IBM Efficiency Certificates to its customers who take steps to reduce power consumption at their datacenters.

The certificates – earned based on energy use reduction verified by a third party – provide a way for businesses to attain a certified measurement of their energy use reduction, a key, emerging business metric. The certificates can be traded for cash on the growing energy efficiency certificate market or otherwise retained to demonstrate reductions in energy use and associated CO^2 emissions.

The program was launched in conjunction with Neuwing Energy Ventures, which will provide the documentation and third party verification of energy saved for businesses.

"Increased energy efficiency allows companies to dramatically reduce costs and improve the overall efficiency of their IT operations while at the same time supporting a corporate responsibility agenda," said Rich Lechner, IBM's Vice President of IT Optimization. "A key ingredient for clients to effectively become more environmentally aware and efficient is measuring where they are. By collaborating with Neuwing Energy, an independent party, IBM clients can be assured that energy reduction results are documented and verified consistent with current and developing standards. Utilizing this process, clients can gain an understanding of the business and environmental value in reducing datacenter energy consumption."

Energy efficiency projects can be identified using IBM's datacenter evaluation offerings. An evaluation will result in recommendations clients can take, including implementing virtualization technologies to reduce the number of physical systems needed, and fixing data center design flaws, to reduce unnecessary power consumption.

IBM Efficiency Certificates are currently only available in the US.

Digital hubs can accelerate renewable energy development – BT Asia

The Singapore government's plan to roll out a city-wide fiber-to-the-home infrastructure holds the potential to create a digital hub that will facilitate the development and commercialization of renewable energy technologies, says the head of BT's Asia Pacific operations.

"Today, large scale roll out of renewable energy is not possible now because either it costs too much, are not scalable, or simply not available," Allen Ma, president of BT Asia Pacific, said. "Yet, 90% of the technology required to change their status is available, but located in different places."

Digital hubs, but facilitating the flow of information, can serve as a platform and create an ecosystem with the potential to connect together all the leading researchers in the area and accelerate time to market, he adds, pointing to similar platforms that is currently being deployed by Hollywood animation studio, which leverage studios located in different countries to accelerate project timelines. "Through the power of collaboration with the proximity offer by high-bandwidth services, we can condense the research and commercialization period of renewable energy technologies," Ma said. "What might take 20 years to bring to market can be accelerated and brought down to three to four years."

Ma shared with Green Telecom that the idea was first articulated to the Singapore government during a meeting between BT Group CEO, Ben Verwaayen, and Prime Minister Lee Hsien Loong three months ago. In the past month, the Singapore government's National Research Foundation and Economic Development Board has together pledged S$220 million (US$150 million) on separate clean energy research and development

Unlike container terminals hubs for shipping, there is no physical limitation for the scale and location of these digital hubs, Ma said. "This is a chance for a visionary country to take the lead and becoming the dominant hub of information exchange ."

Cisco to set up first global green technology center in China

As part of a five-year US$7.5 billion investment into China, Cisco Systems says that it will set up its first "green" technology center.

The announcement, made by Cisco chairman and CEO, John Chambers, in Beijing at the beginning of November, outlines a far reaching plan that also includes buying more from local suppliers, beefing up educational programs on Cisco technologies, an MoU with the China Development Bank to set up a joint-venture to bring Cisco Capital expertise into the market, and a US$17.5 million investment into

Chinese B2B portal Alibaba.

Part of the plan calls for the establishment of Cisco's first global "green" technology center to address the increasing need for sustainable development, energy efficiency, reduction of electronic waste, and emission reductions inside and outside of China. The center will also augment existing programs underway by Cisco China's R&D teams in the area of application specific integrated circuits (ASIC) power efficiency design and expand this into other product areas.

"Today's announcements underscore both China's strategic importance to Cisco's global operations and the broad range of growth opportunities presented by the China market, particularly as an innovator in the next wave of the Internet's development in collaboration and Web 2.0 technologies. Cisco has made significant investments in our China business since we established operations in the country in 1994 and this program will lay the foundation for the next chapter in Cisco's development in China," Chambers said.

Chambers has pledge to cut its corporate carbon emissions by 10% this year through reduction in air travel and implementing collaborative solutions such as high-quality video conferencing. The measures will save an estimated US$100 million in travel costs for Cisco.

The total value of Cisco's commitments in China since 2002 are estimated at more than US$8.5 billion, which under the new plan, could expand to approximately US$16 billion during the next five years.

And last but not least....

Smart cooling for datacenters: HP demonstrated its DynamicSmart Cooling technology in a research datacenter in Bangalore, India. The installation uses 7,500 sensors mounted on the server racks, which offer detailed temperature measurements for optimizing environmental control. More importantly, the DynamicSmart Cooling technology is designed to work in heterogeneous datacenter environments with a mix of new and old equipment. HP says results from the 70,000-square-foot facilities yielded a 20% reduction in energy consumption, equal to 7,500 megawatt-hours or electricity and 7,500 tonnes of carbon on an annual basis.

Energy-efficiency drive datacenter growth: Market research firm, IDC, who recently announced a focus on green IT as part of its Emerging Technology Advisory Services (ETAS) in Asia/Pacific, has found that corporate datacenter operators are now looking at energy-efficiency technologies to drive continual growth. According to results from IDC's Asia/Pacific "Continuum" End User Survey 2007 conducted across 13 countries in Asia/Pacific excluding Japan, end users have increased their focus on power, virtualization and cooling issues and are placing a lot of emphasis on improving availability/uptime and driving simplification through better tools.

"Green Ethernet" technology: Fountain Valley, California-based D-Link claims to be the first company to announce what they called, Green Ethernet, in a new series of Gigabit Ethernet switches. The technology shuts down ports on the switch when it detects a computer attached to it is shut off, and optimizes the power output for different cable lengths. The new switches offer between 45% and 80% energy reduction on the company's existing switches.

Green Telecoms is a fortnightly online newsletter and information platform for telecoms professionals looking to tackle the challenges of climate change. It is for those who believe that telecoms must join other industries in going green, to adopt responsible investment strategies, seek out innovative solutions to reduce their carbon emissions, and ultimately establish energy security to ensure a long term, sustainable future.