

MALAYSIA

Alcatel Lucent wins big WiMAX deal as government reveals more on Google

CHINA MOBILE

Share downturn a buying opportunity for mobile assets

ZTE SUCCESS

China vendor takes 43% of global CDMA infrastructure market

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Huawei subsea JV to target regional builds in 2008, exploit industry ship shortage

Huawei Submarine Networks, the Huawei JV with Global Marine Systems, is confident of securing its first turnkey cable contract in 2008 as it seeks to take advantage of an industry-wide shortage in both ships and physical cables.

Ian Douglas, CEO of the JV, tells CommsDay that the company is already in discussions with potential customers and is in the bidding process for smaller, regional systems.

"Our focus this year is to get our first signature system in the water," Douglas said, explaining that the company needs to secure a turnkey project to prove its technology.

Douglas reiterates that the company has a unique advantage because it has "first call" on Global Marine's fleet of 13 ships. "We certainly intend to leverage access to the Global Marine fleet as one of our key differentiators."

The number of ships serving the subsea cable industry has shrunk from 120 during the height of the telecoms boom, to number around 45 today. Many of the ships were scrapped and turned into "razor blades" or have been transformed to serve the more lucrative oil and gas industry. "They will not come back to the cable industry," Douglas offered.

The ship shortage has led to a hardening of prices for maritime cable services, and together with higher raw materials costs such as steel and copper, has led to a stabilizing of new system construction prices at the US\$30,000 per kilometer range, which is still lower than the US\$50,000-US\$60,000 per kilometer range during the height of the 2000 telecoms boom, he said.

DELAYS? At the same time, the unwillingness of incumbent suppliers to expand their cable manufacturing capacity to cope with the expanded demand will "definitely" delay some already announced systems, Douglas said, citing comments from the industry of 2009-2010 completion dates. "Our customers are saying to us, 'we are so glad to see a new supplier into the market.'"

While a number of high-profile trans-oceanic systems have been announced, such as TPE, AAG and several others backed by companies such as Pacnet, PIPE, and Telstra, Huawei Submarine Networks will pass on those bids and target smaller, regional cable projects to maximize its chances.

"We are not bidding for trans-oceanic cable systems at this point," Douglas said, pointing out that such systems are typically built by more conservative operator consortiums, who "won't buy our technology right of the gate."

The JV is introducing several new technologies into the market, including Huawei's SLTE (submarine layer transmission equipment) platform and a patented repeater technology from a US company called Red Sky Systems, which Global Marine acquired in 2006. Instead of car-sized packages, the new repeaters are only three to four feet in length and can be buried along with the cable to minimize potential fishing line and anchor damage.

The entire system has been in laboratory testing for the last 12 months and commercial production of the repeaters is scheduled for the second quarter of 2008.



China Mobile says downturn good for asset buying

China Mobile says it will take advantage of the worldwide sharemarket downturn to attempt to buy overseas operators on the cheap. “(China Mobile) would like to acquire high-quality and profit-making telecommunications enterprises overseas,” a company representative told Agence France Presse. She declined to provide any timetable for the expansion.

The report followed a China Securities Journal article yesterday morning stating that the company was targeting small telecom companies in other Asian markets. “With the market capitalisation of these firms dropping, we will have the chance to strike more deals,” the report said, citing Wang Jianzhou, president of China Mobile. The firm’s only overseas investment to date is in Pakistan.

Packet One first to deploy WiMAX in Malaysia

Packet One Networks signed an agreement contracting Alcatel-Lucent to deploy and manage what will be the first and possibly largest mobile WiMAX 2.3GHz service in Southeast Asia. The first of the three-part rollout phase is worth USD71 million, with completion expected to take a five-year period.

The deal includes Alcatel-Lucent supplying an end-to-end solution like base stations, wireless access controllers, as well as an operation and maintenance center with design, supply, construction, installation, testing, commissioning, integration and maintenance services.

With deployment underway in urban areas of the west coast of West Malaysia, CEO Michael Lai, said that it expects coverage to reach 15-percent of the urban population by June with a target for 25-percent by end of this year.

Minister of Energy, Water and Communications Lim Keng Yaik who witnessed the signing ceremony said he’s advised service providers “to try to share existing towers with existing GSM/2G mobile telephone towers” and also that he’s spoken with the Malaysian Communication and Multimedia Commission to set countdown of six to 12 months for the three other 2.3 GHz license holders to start deployment of mobile WiMAX service.

Lim has also addressed rural area connectivity by talking with MCMC to make available Universal Service Provision funds, on a bidding basis. When asked if Packet One would bid for USP funds to roll out WiMAX in rural areas Lai said they’d “love to.”

Catherine Yong

Malaysia spills more beans on Google

Malaysia’s government has given more details on talks it had with Google that could lead to the establishment of the world’s largest server farm in the country, as reported yesterday in CommsDay. Asked by reporters for more details, Minister of Energy, Water and Communications Lim Keng Yaik would only admit that he had met with Google, who had presented a long ‘shopping list’ of terms.

“I’m still waiting for them—Multimedia Development Corporation—to refer to the special committee headed by the Deputy Prime Minister on foreign investments.” He added, “There’s a long shopping list and MDeC will have to make available the long shopping list. Let MDeC fulfil the terms and Google will come. Don’t ask me details because I’m not at liberty to give you the details.”

ZTE leads CDMA market in 2007

China’s ZTE Corporation has topped the global CDMA infrastructure market in terms of contracts signed in 2007, according to a research report.

China’s CDMA Market Development Research Report by China MII’s China Academy of Telecommunication Research showed that ZTE has acquired 43% of the CDMA infrastructure contracts in 2007, paving the way for the company ahead of its competitors worldwide.

ZTE achieved a 100% growth rate over 2006 having delivered more than 24,000 units of CDMA base stations worldwide in 2007. To date, ZTE tallies up to 68,000 units of CDMA base

stations shipments.

MII's CATR forecasted the number of CDMA users to reach 600 million by 2010, or an annual compound growth rate of 12.4% as EV-DO users are predicted to top 450 million, with an ACGR of 68.7% from 2007 to 2010, the report said.

The firm had signed key deals in Asia Pacific and Africa as well as established partnerships with multinational telecom operators in high-end markets such as Norway, Portugal, and Poland in Europe, together with North America and Mexico.

Zhu Jinyun, General Manager of ZTE's CDMA products said, "This year, in line with our vision of 'universalizing' CDMA handsets, we will continue to provide the global market with CDMA products with lower total cost of ownership, All-IP CDMA2000 network solutions and advanced EV-DO Rev.A and UMB technology."

Pamela Perez

Huawei outbids NSN & Ericsson on Oman 3G deal

China's biggest telecommunications equipment maker Huawei Technologies Co said it has won a US\$46 million 3G network deal with Oman Telecommunications Co thumping NSN and Ericsson, reported a magazine.

Huawei was the lowest bidder to build the 3G telecoms network for Oman beating off Sweden's Ericsson with a US\$200 million bid and Nokia Siemens Networks with US\$147 million, Middle East Economic Digest reported.

Omantel is one of the last mobile phone operators in the Gulf to build a 3G network with Mobily already offering 3G services in Saudi Arabia, Qtel in Qatar, and Zain and Wataniya in Kuwait all for more than 12 months back.

Oman had over 2.3 million mobile users at the end of September 2007, around 62% of whom took a service from Oman Mobile, according to TeleGeography's GlobalComms database.

Pamela Perez

SMEs in India offers big breaks for mobile service providers

India offers mobile service providers major growth opportunities in SME mobility services with the high adoption rate of mobility solutions in its market, according to an Ovum analysis.

With Email and SMS as the main drivers of mobile data usage, SMEs in India is found to have the highest percentage of mobile employees with 24% highly mobile and 19% moderately mobile.

"The expected growth in mobile applications in India is also because of the high proportion of companies in this market that are in the services sector", said Claudio Castelli, Senior Analyst and Enterprise expert at Ovum.

According to the analyst firm, there would be bigger opportunities in the next two years with eagerness of these SMES to bring up other products such as sales force, field-service automation.

POSDATA sets off WiMax branch in Malaysia

IT solutions provider POSDATA said it has launched an office in Kuala Lumpur, Malaysia as it taps into Mobile WiMAX market, according to a press release.

The office will be the SE Asian Regional Hub for the POSDATA Mobile WiMAX sales and engineering teams and will also develop local business partnerships in Malaysia, Singapore and other countries in the region, the firm said.

Shin Joon-il, senior vice president of the firm, said in a statement, "POSDATA will lead the drive to expand the Mobile WiMAX market in the Southeast Asian market."

"We have ambitious plans for Mobile WiMAX in both Malaysia and Singapore, as well as other key countries in the Southeast Asian markets."

In Singapore, POSDATA's Mobile WiMAX base stations and terminals were certified in January. IDA certification is needed to supply telecommunications and other IT equipment throughout Singapore.

Also, Korea is the only nation to have a nationwide WiMax coverage under the brand name of

Mig33 secures \$13.5 million funds

US-based mobile social network mig33 said it has raised an additional \$US13.5 million funding to \$10 million the company secured in May of last year, according to a press release.

This round of financing, the firm's Series B, was led by DCM and included participation from existing investors Accel, Redpoint, and TVP. It will be used for the continuation of expansion and growth of the mig33 global communication service in the U.S. and around the globe.

mig33 was founded in Perth, Australia, and had relocated to the US after their Series A funding. It currently has over 9 million users in their global user base across more than 200 countries.

mig33 is a downloadable mobile social networking application which enables users to extend their social network as well as make VoIP calls, instant messaging, e-mail, text messaging, picture sharing. Long distance calls can be made by using pre-paid Mig33 minutes.

Steven Goh, CEO and co-founder of mig33 said, "Users around the globe have adopted mig33 as their preferred way to keep in touch with friends and loved ones." Mig33's technology was built for mobile phones and works on most models, regardless of carriers.

"mig33 has an amazing user base of loyal and repeat users who are actively promoting and sharing the site with their friends and family," said Dixon Doll, DCM chairman. "We believe mig33's viral growth and ability to deliver a product that has universal appeal sets them apart from other would-be competitors."

mig33 said it now has 9 million total users with more than 2 million sessions per day, sending more than 45 million messages each day and sharing more than a million pictures a month, said the release.

Pamela Perez

Xtera wins Caribbean contract

Barbados-based telcom service provider - Columbus Networks - has chosen Xtera Communications to supply its ARCOS-1 Submarine Cable System with optical networking equipments and services, reports said.

ARCOS-1 currently connects 24 terminus locations throughout the Caribbean. Xtera will install its Nu-Wave XLS, all-Raman DWDM system on 22 unrepeated segments of the existing 8,600 km submarine cable connecting the United States with 19 countries in Central America and the Caribbean.

According to Paul Scott, Vice-President and COO, Columbus Networks, Columbus Networks is experiencing continuous huge demands for bandwidth and advanced applications in the Pan Caribbean-Americas region.

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The multi-million dollar upgrade will boost the network's bandwidth capabilities with an ultimate capacity of 600 Gbit/s per fiber pair of the system provided by Xtera. A mixture support of STM-16, STM-64 and native Ethernet IP transport will enable a multitude of next-generation services for information, communication and entertainment applications. The deployment is scheduled for service on March 1, 2008.

Joanna Meneses

StarHub deploys Comverse billing system

Singapore-based multi-play operator StarHub has deployed Self-Service Solutions supplied by Comverse – a supplier of software and systems enabling network-based multimedia enhanced communication and billing services - to provide a single, converged online view for managing StarHub Accounts online of its consumer customers, a release from Comverse said.

StarHub's customers will be able to add new services, modify contract details, change service plans and view bills with its Account Manager powered by Comverse, as well as to experience a variety of multi-play product offerings through a single, integrated service-centric shopping cart with its Consumer e-Shop applications.

Qtrax offers new path for music—ad-supported and free

A new digital music service promises to deliver what many consumers have seen as the holy grail of downloads - legal tracks offered free of charge.

A company dubbed Qtrax this weekend announced plans to offer up to 25 million songs sourced from all four major labels and said a proprietary DRM system would compensate copyright holders by tracking how many times each download is played and cutting the label a slice of associated advertising. It hopes offering free downloads will generate a user base significant enough to attract millions in advertising to underwrite operations as well as provide a powerful incentive for fans to abandon pay download players such as iTunes and Amazon.

But CEO Allan Klepfisz said the P2P service - currently in beta - must also compete with popular P2P bootleg services. "If you want people to come to a legal environment it has to be demonstrably better," he told Reuters, adding the platform was five years in the making.

The launch was marred by the immediate revelation that at least two major labels had not agreed to back the service after all. Warner Music Group issued a statement that it had "not authorized the use of [its] content" while Universal also said a deal for its own catalog was not in place. Qtrax hurriedly told reporters the companies were "in discussion" and said it hoped to announce agreements "shortly." It also hopes to have an solution in place by April to make its downloads playable on iPods, ensuring compatibility with the largest segment of the music player market.

Qtrax is the largest effort yet to embrace free downloads. SpiralFrog launched a similar offering late last year but of the majors counts only Universal among its content roster. The Qtrax attempt is backed by \$30 million in funding and is currently available in beta in the US and the UK. Early advertisers include Microsoft, McDonald's and automaker Ford.

AMAZON GOES INTERNATIONAL: The launch comes as Amazon expands its own MP3 service internationally. The online retail giant currently offers 3.3 million tracks to US buyers but plans to enter additional markets this year. Amazon broke into the music download space last fall and to date is the only provider to offer unprotected MP3s from all four major labels. "We have received thousands of emails from Amazon customers around the world asking us when we will make Amazon MP3 available outside of the US," noted Amazon digital music vice president Bill Car, declining to be drawn on specifics.

Patrick Neighly

Sweden targets pirate site

Swedish authorities are making yet another attempt to shut down notorious BitTorrent repository The Pirate Bay, this time charging the site as an accessor to breaking copyright law.

The decision follows a 2006 raid on the collective's servers and sees prosecutors attempting to find some sort of legal ground to punish an operation that doesn't actually store or swap copyrighted files itself. Pirate Bay spokesperson Peter Sunde told Reuters the new charges, to be filed on Thurs-

day, were “idiotic” and claimed authorities were still wrestling with the truly international nature of the Internet. “The infrastructure is scattered among several places around the world,” he said, claiming the site's top officers were kept in the dark as to location in order to preserve continuity of service. “No separate country will be able to stop the site.”

But prosecutors, egged on by industry heavyweights such as the Motion Picture Association of America, disagree. “It's not merely a search engine,” said public prosecutor Hakan Roswall. “It's an active part of an action that aims at, and also leads to, making copyright protected materials available. It's a classic example of an accessory - to act as intermediary between people who commit crimes, whether it's in the physical or the virtual world.”

The Pirate Bay has become something of a legend in the Internet community for its brash refusal to heel to copyright claims and its persistent public tweaking of traditional content giants' noses. Its platform allows users to search through hundreds of thousands of songs, video, software and other media to find free data torrents. If convicted on the new charges, the site's founders would face fines or up to two years in prison.

Internet shopping surprise—nearly everyone's doing it

Internet shopping is fast gaining traction, according to new figures released by Nielsen. More than 85% of the world's surfers have purchased something online - a 40% increase in the last two years alone and indicating 875 million people now have confidence in secure payment systems. South Korea predictably claims the top spot with 99% of surfers engaging in e-commerce, trailed closely by Japan, Germany and the UK with 97% apiece. Some 94% of US surfers have made purchases online, with about half doing so in the last month.

Half the user base has bought something online in the past month, with books, clothes and media winning the majority of transactions. “Some of the biggest buyers of books on the Internet are from developing countries - China, Brazil, Vietnam and Egypt - indicating massive growth potential for online retailers that can specifically target these fast-growing markets,” said Nielsen Online international president Jonathan Carson.

Credit cards are taking up 60% of transactions thanks to increasing demand by emerging markets, although eBay unit PayPal commands a quarter of payments processed. “Shopping on the Internet with the ease of a credit card is especially appealing to consumers in emerging markets who simply cannot find or buy items they want in their retail trade.

The Internet has opened up a whole new world of shopping for these consumers,” explained Nielsen US research head Bruce Paul.

Nokia seeks Trolltech

Nokia has made a \$153 million play for Norwegian software firm Trolltech, hoping to galvanize its own cross-platform software strategy. A successful acquisition would give the company the ability to offer independent developers a platform for crafting applications compatible with Internet, computers and handsets. Nokia said it would continue to support Trolltech's current customer base, product portfolio and licensees. Shareholders representing more than 66% of Trolltech shares have endorsed the offer. It hopes to close the acquisition in the second quarter.

Ovum analyst Adam Leach said the acquisition was a natural move. “From the perspective of Nokia's push into internet services via its Ovi initiative the acquisition of Trolltech makes perfect sense. Nokia has asserted from the start that Ovi will enable services cross a number of platforms including web, PC and mobile-based platforms. Trolltech have proven technology in cross-platform development and there is a good synergy here for Nokia,” he said, adding an acquisition was likely to boost the vendor's S60 platform and decrease its reliance on Symbian.

GERMAN PLANT TO STAY? Nokia has agreed to discuss maintaining a German handset plant in North Rhine-Westphalia with state officials. The vendor previously said it would terminate 2,300 local positions in order to exploit cost savings generated by relocating operations to Romania. That decision led to widespread protest by German unions and politicians. Nokia has yet to reverse its position but said it would set up a task force to explore “innovative solutions” that would allow it to stay in Germany.

> The green patent challenge: IBM, others to share IPR

> Huawei joins the green telecom movement

JANUARY 30 2008: Green Telecom is a new fortnightly supplement with all CommsDay regional editions that highlights the move towards sustainable use of telecoms products and services. Editor: Tony Chan at tony@commsdaymail.com
More information can be found at <http://www.greentelecomlive.com>

Panasonic includes CO2 emissions as key business KPI

Panasonic parent Matsushita Electric Industrial has pledged to make CO2 reduction a core part of the company's key performance indicators along with CCM, or Capital Cost Management – an indicator created by Matsushita to evaluate return on capital against market expectations – and sales.

Matshushita also announced that it will change its name to Panasonic Corporation effective 1 October 2008.

In a public statement addressing its annual management policy, company president Fumio Ohtsubo outlined the company's strategy to reduce its carbon emissions by 100,000 tonnes or more for its fiscal year 2009, which ends 31 March 2009. The initiative is part of the company's GP3 plan – announced last year, which outlines the group's goals for 2010 of 10 trillion yen in sales, ROE (return on equity) of 10% and reduction of CO2 emissions by more than 300,000 tonnes compared to 2007.

According to the company's environmental data report, total CO2 emissions across the company's operations was 4.13 million tonnes, which represents a 24% reduction compared to 2001 emission levels.

As part of its efforts to reduce CO2 emissions, the company outlined an "Eco Ideas Strategy," which will accelerate its environmental management in three areas, which include the expansion in the number of products that meet top energy ratings to 150, and the phasing out of low energy efficiency products; overall CO2 emission reductions in its manufacturing operations and the inclusion of targets as part of business KPI; and the launch of a global "Love the Earth Citizens" campaign.

By 2010, the company aims to expand its energy efficiency products range to 200 and completely phase out old low energy efficiency products.



IBM and others to share patents in climate change challenge

IBM, Nokia, Pitney Bowes and Sony have established the world's first open patent sharing platform for the environment. The initiative, led by the World Business Council for Sustainable Development (WBCSD) and IBM – the world leader in patents, aims to compile a set portfolio of patents, dubbed the "Eco-Patent Commons," that will be made available to the public.

The initiative also encourages all other companies to contribute their environmentally responsible patents to the "Eco-Patent Commons." The patents will be made available to researchers, entrepreneurs and companies of all sizes in any industry, for the creation, application and further development of consumer or industrial products, processes and services in a way that will help and respect the environment.

The "Eco-Patent Commons" will be available on a dedicated, public website hosted by the WBCSD.

"The Eco-Patent Commons provides a unique and significant leadership opportunity for business to make a difference – sharing their innovations and solutions in support of sustainable development," said Bjorn Stigson, President of the WBCSD. "The Eco-Patent Commons also provides an opportunity

for companies and other entities to identify areas of common interest and establish new relationships that can lead to further development in the patented technologies and elsewhere.”

“Innovation to address environmental issues will require both the application of technology as well as new models for sharing intellectual property among companies in different industries,” said Dr. John E. Kelly III, IBM Senior Vice President and Director of IBM Research. IBM is the leader in US patents for the past 15 years with 3,125 patents issued in 2007.

Examples of the environmental benefits expected for pledged patents include:

- Energy conservation or improved energy or fuel efficiency
- Pollution prevention (source reduction, waste reduction)
- Use of environmentally preferable materials or substances
- Water or materials use reduction
- Increased recycling opportunity.

Membership in the Eco-Patent Commons is open to all individuals and companies pledging one or more patents. The selection and submission of each organization’s patents for pledging is at the organization's discretion. The founding companies and the WBCSD are inviting other interested companies to become members and participate in this initiative promoting innovation and collaboration to help protect the planet.

Green procurement on the rise

The ‘Greenness’ of technology vendors will become an increasingly important deciding factor as IT executives look for new purchases, according to the results of a new survey by market researcher, IDC.

It is becoming clear across the board that end-users will be expecting vendors to take more responsibility in terms of bringing ‘Green’ products and services to market as well as improving their own internal ‘Green’ operations and practices in the future, the report said.

According to Philip Carter, Head of IDC’s Asia/Pacific Green IT practice, “It is interesting to see that IT executives are expecting vendors to take more responsibility in the area of Green IT. This is validated by the fact that 81% of organizations thought that the ‘Greenness’ of their IT suppliers would become ‘much more important’ over the next few years. Today, 18% of the organizations surveyed considered the greenness of the IT suppliers before making a selection and another 30% expected to do so in the near future.

“Furthermore, organizations in the more developed economies are looking to integrate 'green requirements' into 'requests for proposals' for procurement of IT products and services. In Japan for example, more than half (52%) of the organizations surveyed indicated that this is already part of their procurement process. The fact that this approach is still emerging in other countries highlights the varied adoption with regards to 'Green IT' in the region.”

The findings were part of IDC’s ongoing Asia/Pacific Green Poll – end user surveys assessing the buying behaviour of IT executives with respect to Green IT in the Asia/Pacific region.

Huawei joins green movement with base station solution

China’s Huawei Technologies has launched a new solution that promises to reduce base station power consumption by 60%.

Huawei’s Green Site Solution uses optimized hardware design, an innovative power amplifier and power consumption management, to help operators realize a high level of power saving.

The solution adopts leading power amplifier technologies, including DPD and A-Doherty, that boost the power efficiency of base stations by 45%, hence reducing the overall power consumption of the facilities. It also uses a distributed architecture that allows 20W base stations to have the same output frequency coverage as traditional 40W base stations, as well as high-efficiency power amplifier technologies that make convection cooling, direct cooling, and intelligent cooling technology in a base station possible.

This reduces the need for air-conditioners that cause noise pollution and helps to reduce a base station's electricity consumption to less than 500W. Huawei's Green Sites Solution is also able to be integrated with environmental friendly energy sources such as wind, solar power, and methane.

“Huawei has always been committed to looking after the environment,” said Yu Chengdong, president of Huawei’s Wireless Product Line. “As one of the leading telecom equipment and solutions providers, we are putting this goal into practice by designing environmental friendly products.”

New study highlights triple bottom line for business success

A new Cisco and British Telecom-sponsored study by global academics has identified three key measurements of business success for corporations in light of climate change. The study, “A New Mindset for Corporate Sustainability,” carried out by academics from China, Singapore, Spain, the United Kingdom and United States, concludes that shareholder value should no longer be the only the measure of success for businesses.

“Our conclusion is that the “triple bottom line” should no longer be a tangential activity, with shareholder value the main consideration,” Professor Sarah Slaughter of the Sloan Business School at MIT said. “Instead, strategies should be focused on all three areas simultaneously as an integrated system because, as our case studies demonstrate, each strand can yield benefits for the other two.”

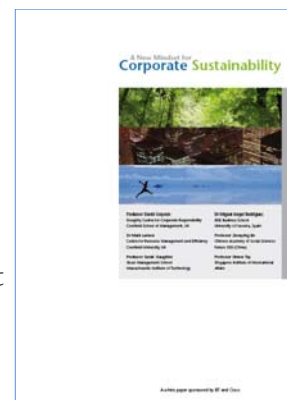
The report concludes that organisations need to become sustainability-drive innovators by following a new approach, which the researchers have dubbed, S2AVE, or Shareholder and Social Added Value with Environmental Restoration.

SAVE emphasises the role of sustainability in increasing innovation across the business and maintains that sustainability should be a strategy rather than an objective. The study concludes that the achievement of sustainability goals does not require extensive re-engineering of the corporate structure. Instead, it requires conviction and vision at the very highest levels of the organization so that a set of values coherent with corporate responsibility and sustainability are instilled throughout.

“What we are seeing more and more is that companies are facing increasing pressure for shareholder expectations on not only the traditional metrics of EBITDA and return on investment, but the impact on society and the environment, what we are calling the triple bottom line,” said John McLean, vice president of marketing & strategy for BT Asia Pacific. “It is not just ‘what is your impact on shareholders?’ but ‘what is your impact on society?’ and ‘what is your impact on the environment?’ Going back to the old saying that everything you do has an equal and opposite effect somewhere in the world and we have to be aware of that.”

In the process of compiling the report, the academics made extensive use of Cisco’s telepresence platform, which according to Cisco Asia Pacific’s senior manager, unified communications, Roy Newbury, eliminated 128 flight hours and 15 tonnes of CO2 emissions.

To download “A New Mindset for Corporate Sustainability”, please go to www.greentelecomlive.com/extras/download



Time for IT to pay up for inefficiencies – reports

Two separate reports have come to the same conclusion: that IT organizations are slow to address climate change because they are often cushioned to the effects their systems have on energy costs.

While the amount of energy to power the corporate IT infrastructure continues to grow, most IT departments are still not accountable for the escalating energy bill.

“We found that IT departments are slow off the mark in terms of understanding the impact,” said Trewin Restorick, director of UK-NGO, Global Action Plan, who released the report, An Inefficient Truth. “A lot of ICT departments don’t even see their energy bill, let alone pay it, so how are they going to become more efficient if they don’t even know how much energy they are using.”

The report found that 56% of ICT departments do not see the bill for the energy their systems use and is not responsible for paying for it. Another 12% see the bills but do not pay for it while 7% have partial payment responsibility for specific areas such as data centres. Only 20% of ICT departments pay for the energy bill that ICT equipment uses in the organization.

“It is through the world of business that we realise that ICT, or computers, has a huge impact on the environment, and employees were getting very confused messages from their IT departments about the carbon footprint from the computer industry,” said Restorick.

“The first thing we found was that the computer industry has the same environmental impact as the aviation industry, which was a bit of a shock. We found that a server uses the same amount of carbon as a Chelsea tractor driving at 50 miles per gallon, so a big, big impact,” Restorick added without giving any specific comparisons.

At the same time, 86% of the IT professionals surveyed as part of the report, do not know the car-

bon footprint of their activities and only 15% are planning to find out. A further 38% would like to know but do not know how to determine this figure, the report said.

Meanwhile, a report by the Butler Group highlights a similar disconnect between the IT department and corporate sustainable initiatives.

“One reason why IT departments have been slow to react is because IT management often does not have energy expenditure in their budget. Power costs are usually tied to the property portfolio, so energy savings do not translate directly to budget savings for IT,” says Mark Blowers, senior research analyst and co-author of the study, Sustainable IT Provision – Meeting the Challenges of Corporate, Social, and Environmental Responsibility. “It (sustainability) is viewed by many IT managers as not their problem, I guess mainly due to the fact that they in the most part are not responsible for the energy consumption budget.”

Blowers sees a clear trend towards the inclusion of sustainability metrics in IT performance, but adds that sustainability objectives should be part of the IT strategy and not a separate project. “I would not advocate separating out “green” from “regular” IT budgeting,” he said.

Do ICT departments pay for the energy consumed by ICT equipment?



Last but not least...

Google injects US\$10m into eSolar: Google announced that it has made a US\$10 million investment in eSolar, a California-based solar thermal power developer first identified as a partner in the Internet search giants RE < C initiative. The investment was part of an announcement by Google.org of core initiatives to combat climate change, poverty and emerging threats. More than US\$25 million in grants and investments were announced. The Google.org initiative includes; work to better predict and prevent disasters and crisis; improve public services, especially for the poor; lower transaction costs to invest in SMEs and provide smaller corporations access to larger financial markets; and to accelerate the commercialization of plug-in vehicles.

Canon launches ‘Generation Green’ brand: Canon U.S.A’s new Generation Green brand aims to help its customers understand the company’s green initiatives. The brand consists of three product classifications: Eco-Conscious, which highlights several packaging changes to boost shipping and packaging efficiency; Eco-Standards, which marks products that adhere to industry standards such as ENERGY STAR and RoHS – the EU directive banning certain hazardous substances; and Eco-Friendly, a category that including user manuals printed on 70% recycled paper and products using recycled plastics..

BetterWorld Telecom claims carbon neutral certification: BetterWorld Telecom, a new full-service voice and data telecommunications services carrier based in Reston, Virginia, has received Zerofootprint's certification as the first telecom provider in North America to achieve carbon-neutral status. Zerofootprint, based in Toronto, Canada, is an organization that provides information, products and services to people and businesses working to reduce their environmental impact.

UK firm claims efficient computer: US firm, Cranberry, says its new Small Client, SC20, consumes only 9 watts of power, compared to the average power consumption of 750 watts by a typical mid-range PC. According to the company’s research, the SC20 offers a 95% reduction in carbon emission compared to the average office PC.