

Symantec™ Green IT Solution

Green IT impacts costs, compliance, and customer perceptions, making it a top business priority for enterprises across the world. In most organizations, IT is now responsible for paying the data center energy bill, either directly or through cross charges. At the same time, many organizations and governments are looking closely at ways to reduce carbon emissions. With the Symantec Green IT solution, lower your data center energy costs by 20 percent or more and fulfill corporate sustainability and green mandates before buying new hardware. And further extend energy savings with endpoint power management.

Symantec 2009 Global Green IT survey

For the Symantec 2009 Global Green IT survey, Applied Research interviewed over 1,000 IT executives in 15 countries. The survey found that Green IT is now “essential” for most organizations. Green IT budgets are rising, and IT departments have emerged as a driving force in implementing green initiatives. Executives rank Green IT as important for cost savings, energy conservation, environmental responsibility, and regulatory compliance. In the survey, 83 percent of IT departments report that they are now responsible or cross-charged for data center electricity, providing a strong incentive for IT to lower energy costs.



Figure 1. Green IT solution

About the Symantec Green IT solution

For most organizations, it’s difficult to standardize at the hardware layer – you want to choose from multiple hardware vendors and integrate systems from mergers and acquisitions. With Symantec’s software approach, you can optimize your existing server and storage resources. In addition to saving you money on hardware capital expenses, Symantec can reduce by 20 percent or more the operating expenses to power and cool your data centers.

Manage physical and virtual environments

With virtualization, you can eliminate redundant existing systems and delay purchases of new hardware, thereby reducing data center energy costs. Virtualization, though, can add unwelcomed complexity, including how to manage backup and recovery, guarantee application availability, and provide high service levels. With Symantec, minimize problems from virtualization and have confidence to migrate additional production applications to a virtualized environment. Manage physical and virtual environments from the same interface, meet service levels, and comprehensively back up both physical and virtual environments.

Veritas™ Cluster Server from Symantec offers cross-platform clustering and automated failover of applications. Manage workload placement over virtual and scale-out servers. With Altiris™ Server Management Suite from Symantec, provision, control and automate servers including server power management. With Symantec™ Endpoint Virtualization Suite, application streaming provides on-demand software delivery, centralizes license management, and supports use of energy-efficient thin clients.

Stop buying storage

Veritas CommandCentral™ Storage from Symantec provides centralized visibility and control across physical and virtual heterogeneous storage environments, including identification of underutilized storage resources, provisioning, and storage tiering. Symantec Enterprise Vault™, the industry-leading choice to archive emails and unstructured content, offers integrated deduplication to store one copy and thereby cut storage hardware requirements. With these offerings, you can identify and reclaim unused capacity, reduce duplicate backup data, optimize archiving / tier availability by application, and dynamically store data on the right storage tier. As a result, you can reduce energy costs through less storage hardware.

Optimize high availability and disaster recovery

Symantec offers a significant green advantage for disaster recovery (DR) and high availability (HA) systems. You can control HA/DR energy operational costs, as well as scale back hardware capital expenditures, by consolidating server and storage systems at the DR site, while maintaining or improving robust support for mission-critical applications. N+1 clustering enables HA without having to double the servers and power consumption. With the Veritas NetBackup™ family, unify desktop, remote office, and data center protection. Reduce application data loss and shorten recovery times. Symantec Backup Exec™ offers streamlined backup for small and mid-sized businesses and remote offices. Avoid idle hardware, use lower cost storage at the DR site, and reduce backup data disk footprint, with significant hardware and energy cost savings for your HA/DR systems.

Control endpoint power usage

With the Altiris™ Client Management Suite from Symantec, your administrators can set power management policies and apply them to all endpoints, including virtual systems and thin clients. You can power off desktops and other endpoints outside normal office hours and turn them back on again when needed, for example to implement security patches.

Software as a Service (SaaS) reduces the energy demands on your data centers and helps enable thin clients or netbooks that require less power. Symantec Brightmail™ Gateway provides outbound & inbound email and instant message (IM) security. With MessageLabs, secure and manage email, Web and IM. Through spam protection, cut the volume of email for retention, and thereby benefit from less storage hardware and power. The Symantec™ Protection Network offers small and mid-sized businesses a suite of SaaS offerings including online backup, online storage for Symantec Backup Exec™, and security protection.

Start saving money: undertake a no-fee IT energy ROI analysis

Organizations that have undertaken Symantec's no-fee IT energy ROI analysis have realized savings of 20 percent or more from their data center energy bill, resulting in \$4 million or more of annual cost reduction, while maintaining or enhancing IT capacity, capability, and performance. At the same time, organizations have been able to quantify carbon reductions and qualify for utility provider rebates. This vendor-neutral tool allows you to compare options and model changes. To schedule a no-fee IT energy ROI analysis, talk with your Symantec enterprise sales representative or email GreenIT@symantec.com.

Visit our Green IT solution page

<http://www.symantec.com/greenit>

About Symantec

Symantec is a global leader in providing security, storage and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

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