



Green IT Strategies and Applications: Using Environmental Intelligence (Advanced & Emerging Communications Technologies)

Bhuvan Unhelkar

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Bhuvan Unhelkar takes you on an all-encompassing voyage of environmental sustainability and Green IT. Sharing invaluable insights gained during two battle-tested decades in the information and communication technologies industry, he provides a comprehensive examination of the wide-ranging aspects of Green IT—from switching-off monitors, virtualizing data centers, and optimizing processes to bringing attitude change through training and the use of green metrics for reporting.

Combining extensive research, literature review experimentation, and decades of practical consulting experience, *Green IT Strategies and Applications: Using Environmental Intelligence* is your complete reference for undertaking a successful Green IT transformation. The environmentally responsible business strategies described in this book include motivators and drivers, transformation phases, management of risks, measuring and reporting of carbon, compliance with the ISO14000 family of standards, and the crucial nexus between Lean and green—resulting in what can be called Environmental Intelligence.

This environmentally conscious IT reference delves beyond the corporate responsibilities of organizations in a market-driven economy to demonstrate the importance of carbon management as an integral part of good business management. Increasing profits, reducing costs, applying innovations in business, adhering to government standards, process management, and the socio-cultural aspects of business are all masterfully intertwined with Green IT issues.

This book is equipped with case studies from different industrial sectors, including hospital (service), packaging (product), and telecom (infrastructure). It provides a complete suite of strategies, applications, tools, and techniques that will enable you to establish company-wide environmental strategies, a green value system, and the forward thinking required to properly position your organization for the low-carbon economy on the horizon.

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