

**BELKIN®**

White Paper

# Going Green to Save Green:

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How Eliminating Standby Power Saves Businesses  
Money without Impacting Productivity

For more information about Belkin Conserve Surge with Timer,  
visit [www.belkin.com/energy/consERVE](http://www.belkin.com/energy/consERVE).

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## Introduction

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Organizations today are more driven than ever to reduce their operational costs, and when it comes to IT operations, many companies are pursuing greener IT in their data centers to reduce energy-related expenses.

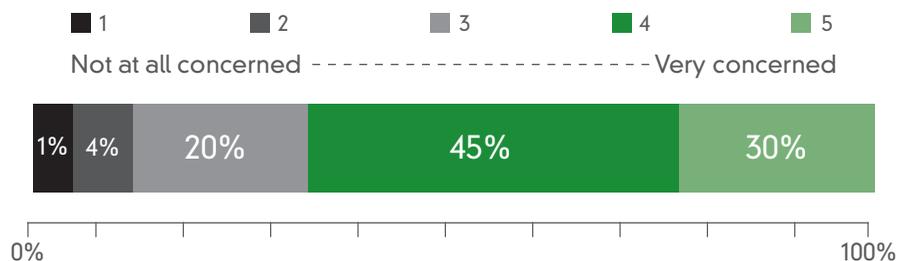
Because the data center is highly managed, easy to measure, and the largest single contributor of energy waste, new technologies—including server virtualization and efficient cooling solutions—continue to make the data center the focus of most projects targeting energy conservation.

But while most companies continue to focus on energy consumption in the data center, [IT energy at the individual workstation accounts for 50 percent of total IT energy use](#). Opportunity exists to apply “green IT” standards around the office and other high-density user environments. In these areas, the impact of [standby power consumption](#), or power that is consumed even when devices are turned off, is a major contributor of energy waste. Most electronic devices—including CPUs, monitors, printers, scanners, fax machines, copiers, and task lights—continue to consume power even when end users have placed them in “standby” or “off” mode.

## Macro Trends in Green IT

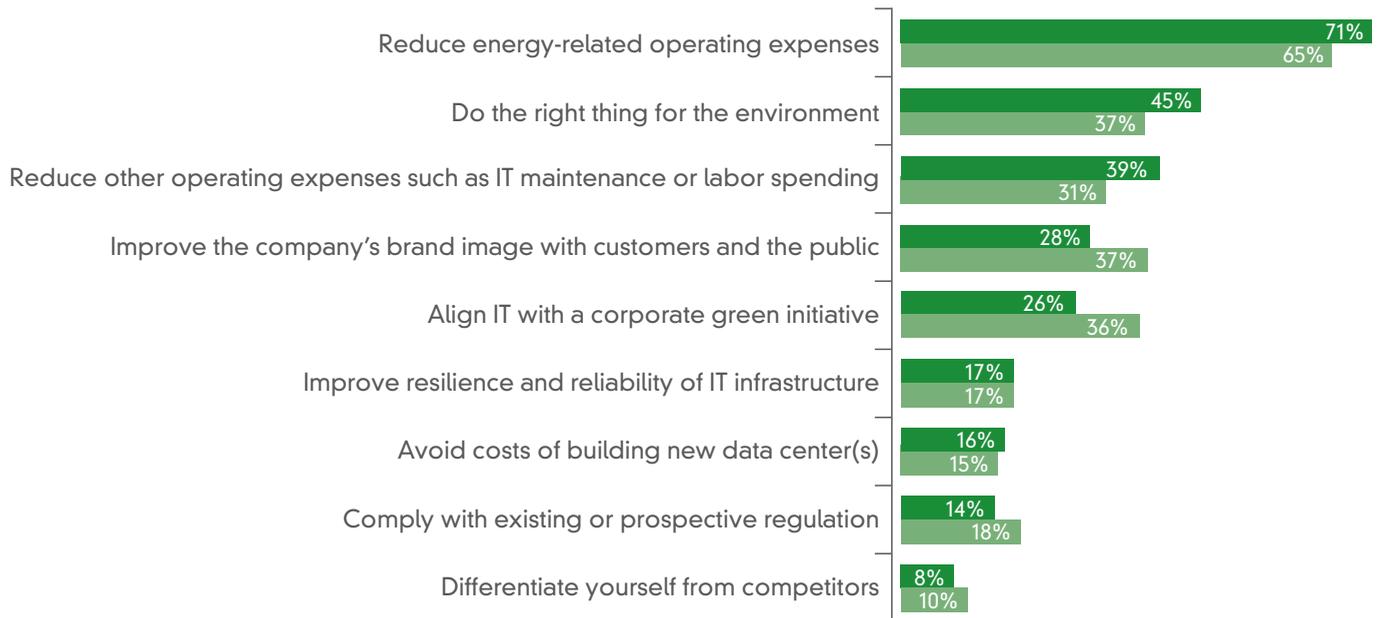
### How concerned are you about the impact that standby power has on your company's energy consumption?

A recent study on energy usage in the office environment revealed that nearly all employees consistently neglect to turn off both company-issued and personal electronic equipment after hours and during weekends. Properly turning off equipment when not in use is one of the most significant contributors to reducing wasted energy and requires a minimal amount of effort. However, most companies struggle to fund easy and effective ways to control standby power, and ultimately spend more on operating expenses while doing nothing to reduce their overall carbon footprint and impact on the environment. A majority of survey respondents indicated they lack a meaningful way to address standby power and its effect on energy consumption.



Source: Forrester October 2008 Global Green IT Online Survey

IT procurement decisions are increasingly being affected by concerns such as energy efficiency and power-consumption reduction. While many organizations build conservation and sustainability into their missions, strategies, and corporate cultures, the primary motivator for pursuing greener products and processes is cost reduction. Additionally, many European countries have, in recent years, adopted new legislation and regulatory requirements forcing companies to reduce their energy consumption. In the United States, organizations can expect similar legislation to have a material impact on their operations within the next four to six years. Any proactive measures to control and reduce energy conservation today will prove to be beneficial as we continue to see growing pressures for workplace conservation.



■ North America ■ Europe/Middle East/Africa

Source: Forrester October 2008 Global Green IT Online Survey

## Belkin Conserve Surge with Timer

Belkin International is a leading manufacturer of computer peripherals and boasts a robust lineup of power and surge protection products. Belkin recently announced an innovative new approach to easily and automatically reduce power consumption in commercial environments. The Conserve Surge with Timer is an intelligent surge protector that eliminates standby power by turning off power to unused equipment during evening and weekend hours.

The Conserve Surge with Timer offers a progressive and hassle-free way to curb the majority of wasted power in the workspace.

### It features:

- Eight total outlets of surge protection

- Two "always-on" outlets for devices requiring constant power, e.g. CPUs, fax machines, desktop clocks.

- Six "switchable" outlets for devices that are leading contributors to standby power waste, e.g. monitors, desktop printers, cell phone chargers, etc.

- Desktop timer button

- 11-hour timer turns off switchable outlets at the end of the workday with a simple push of the button.

- **Ease of implementation**  
Does not require enterprise-wide power policies to shut down unused equipment, and operates independent of office equipment and computer management systems.
- **Universal compatibility**  
Timer-based functionality ensures maximum compatibility with any desktop/laptop configuration.
- **Uninterrupted productivity**  
11-hour timer accommodates most work schedules, while the timeout indicator warns users of impending shutdown.
- **Ease of deployment**  
Packaging and instruction cards provide for ease of installation and eliminate costly phone calls to technical support.

## Conclusion

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2010 bears the promise of continued innovation in IT efficiency and green computing. As organizations develop tougher strategies for managing power consumption, the desktop plays an increasingly critical role in any overall power management approach. Reducing or eliminating standby power consumption in user-intensive environments will materially impact the bottom line of any organization. Leading companies would be wise to think outside the data center.