

Five Easy Ways To Save Money And "Go Green"

Want to save money while simultaneously saving the planet? Then listen up...

We've come up with five easy ways to go green while still increasing your bottom line profits.

1) Power down your servers and workstations at night. A recent Gartner study measured carbon emissions from a variety of IT devices and found that the top three are PCs/monitors, data centers, and fixed-line telecommunications systems, in that order. PCs and monitors alone contribute 40% of total carbon emissions, data centers around 23%.

In fact, PCs worldwide consume about 80 billion kilowatt-hours of electricity every year. What's more, as much as two-thirds of that is wasted, according to Kevin Klustner, CEO of Verdiem, an IT energy monitoring and management company, translating to \$5.4 billion of energy waste each year.


2) Stop Printing Non-Essential E-mails, Faxes And Documents.

Not only will this save your company money on ink and toner, but you'll reduce the amount of paper and ink waste clogging up landfills. We can also install software to make your faxes show up like e-mails. That way you can easily delete the ones that aren't essential and save a ton of paper and ink. Plus, you won't run the risk of losing the only paper copy you have!

3) Stop Wasting CD's and DVD's. CDs and DVDs can hold a lot of data, but most people only use a tiny portion of the space by burning small files. This results in a lot of unused and wasted space (it's the equivalent of storing a postage stamp in a warehouse). CDs and DVDs are difficult to recycle so use them intelligently and conservatively.

4) Change Your Power Settings. Almost all computers have lower energy settings that will power down the computer (or parts of the computer) not being used. For example, after ten minutes of inactivity, set your PC to power off the monitor, modem and spin down the hard disks. Most systems have pre-determined profiles that make it easy to set up.

5) Turn Off Peripheral Devices When Not In Use. Specialized peripherals like printers, scanners, and bar code readers consume large amounts of energy and, in some offices, are rarely used. Keep them turned off until they're really needed.



"Your time is valuable.

Don't waste it on annoying computer issues! Let me make your problems disappear finally!"

-Lauren Groff, Groff Networks

6) Recycle – Earth 911. This tip is two-fold. First, if you need to upgrade a computer, printer, or other electronic device, look for energy and earth friendly machines. Many manufacturers are selling "green" versions of their devices that conserve energy and use fewer resources to operate, such as printers and copiers that use ink more efficiently.

Next, don't just throw your old equipment into the trash! First, computers contain components that require special recycling procedures. If not disposed of properly, they can sit in a landfill for years. The federal government

requires businesses to donate or recycle old electronic equipment that the EPA considers hazardous waste. If you are caught violating these laws, you could be fined.

If those aren't reasons enough, you never want to throw your old electronic

equipment into the dumpster because your identity could be stolen. So how do you get rid of them safely and without harming the environment?

Here are two ideas...

If the machine or device is less than three years old or otherwise in good working condition, consider donating it to your favorite charity, or look for charities that specialize in refurbishing old computers for charitable donations. One good Web site is www.computerswithcauses.org. We also are helping a local ministry set up a computer center for disadvantaged youth. Contact us at 320-8906 or info.sm@groffnetworks.com and we can make sure we get your old computers put to good use!

If the machine is too old to give away or refurbish, consider www.electronicrecycler.com.

“ Since Lauren and his team came along we now have a proactive plan for our business growth as it pertains to our computer systems. ”

-Casey Toomajian, Chief Operating Officer, Hometown Healthcare, Inc.

 **Groff NetWorks, LLC**
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