



Aberdeen Asset Management PLC, founded in 1983 in Aberdeen, Scotland, is a global investment management group, managing assets for both institutional and retail clients from 48 offices in 23 countries. Their mission is to deliver strong fund performance across diverse asset classes in which they believe there is a sustainable competitive edge.

The Challenge

Aberdeen Asset Management, like most leading companies, is always looking for creative ways to become more profitable by eliminating unnecessary costs. In addition, as part of their strong corporate social responsibility program, they continue to find ways to reduce their impact on the environment by reducing their carbon footprint. Because reducing their energy costs is an ideal way to achieve both their cost reduction and green initiatives, the Aberdeen Asset Management sustainability team began looking for ways to reduce their overall energy consumption. Since studies show desktop computers account for over 30% of all IT energy costs, this was a logical area of focus. All of this had to be achieved without affecting the productivity of their workforce.

The Solution

After studying their project requirements, Aberdeen Asset Management chose caretaker for their worldwide implementation. Their reasons for selecting caretaker included:

- Proven electrical power savings of 30-60% per computer with a ROI in less than 6 months.
- Carbon reduction averaging 166 kg per year (332 lbs) per desktop computer.
- Accurate measurement and management reports that are menu driven with metrics on power consumption (both actual and potential savings), energy costs and Carbon emissions by variable time and user levels. A web based interface provides flexible but secure access to reports.
- Protection of open files and data on PCs by automatically saving them before powering down.
- Flexible policies accommodate user's work profiles and optimize power savings.
- Computers can be placed in a lower power mode when idle during the day or turned off after work hours and during weekends.
- Automatic recognition of PCs, display types and power specifications to more accurately measure power savings.
- A light weight software footprint minimizes any additional loads on the network.
- Wake on LAN enables patches and software installations outside of work hours.
- Scalable structure and simple process to add or change PCs within the network.
- Support for heterogeneous networks with Microsoft and Linux operating systems.

The Bottom Line

“Looking back on my records, we performed a Proof of Concept and Pilot between March and June 2009 and purchased our first 500 licenses in July 2009. We currently have 3200 licenses. The software is now installed across our Group and is part of our standard PC image. We have 48 offices across the Globe.

Latest Statistics:

- Total cost saving - \$76,014
- Total Carbon Savings – 359.5 tons of CO2
- Equivalent to planting 27,659 trees
- Equivalent to saving 937.81 barrels of oil

** This was a staggered purchase/deployment over that period (during 2010) so the savings could have been even greater.”

Joyce Melvin
Support Team Leader

January, 2011

About Gone Green Vets

Gone Green Vets is a Service Disabled Veteran Owned Small Business (SDVOSB) specializing in green products and solutions that save the government, military and corporate America money while reducing your carbon footprint. Because Gone Green Vets only partners with companies that offer best-of-breed products and solutions, we've been able to assemble a powerful offering providing long term value to our customers at an affordable price. These solutions typically have an overall return on investment ranging from 6 to 24 months. For more information please visit www.gonegreenvets.com.

About Simbiottik

Simbiottik Limited, headquartered in the United Kingdom and with local offices in the United States, is a business enabler, uniquely specialized in Product Marketing, Channel Development, and Channel Management for the business software sector across all vertical markets. We offer a win/win dynamic, such that all parties we involve benefit from the relationships we create. For more information please visit www.simbiottik.com.

About Taiga Technologies

Taiga Technologies is committed to the reduction of global carbon emissions arising from computer use. We create software solutions that enable organizations to reduce their IT power consumption and shrink their carbon footprint. Headquartered in Aberdeen, Scotland, Taiga Technologies was founded and is managed by a team of professionals specializing in the technology and conservation sectors. Taiga Technologies is a global organization with offices located in Edinburgh, Glasgow, London and the USA. For more information please visit www.taigatech.it.