

certero
for certain for sure

Birmingham Children's Hospital **NHS**
NHS Foundation Trust

NHS Foundation Trust saves over £37,000 and 167 Tons of CO₂ per annum.
Return On Investment in just 3 months.

With PowerStudio™, real financial and carbon dioxide savings are being realised by ensuring PC's are not being fully powered when not needed.

certero
PowerStudio™
Energy Optimisation Suite

Customer Profile

Founded in 1862 Birmingham Children's Hospital employs 2,500 people who serve an area with a population of 5.3 million in the West Midlands and treats nearly 250,000 children each year. It is the only children's hospital in the United Kingdom to offer both an Emergency Department and the full range of specialist, 'tertiary' clinical services and has a world renowned intensive care unit, paediatric clinical research facility and burns unit.



The NHS Pledge

The NHS have pledged to become England's leading low carbon organisation and reach a ten per cent reduction in its 2007 carbon footprint by 2015

The NHS' current carbon footprint is 18 million tonnes of CO₂ per year

The Challenge

With more than 5,000 PCs across the business and with almost the same number of requirements, finding a manageable solution was always going to be a major challenge. PCs were allocated to wards (rather than individuals) and other used for research and in laboratories and surgeries. The concept of ensuring PC's are not being fully powered when not needed was welcomed by all but the 'how' was an area of conflict and difficulty.

The solution would need to be able to:

- engage with individuals to encourage them to switch-off the PC without making their daily tasks more difficult or frustrating
- provide the HR people with the ability to monitor and measure and thus engage with people around the business and get buy-in
- keep the cost of installation as low as possible without the need to incur the time and cost of IT engineers to make it happen
- avoid interrupting PC maintenance and upgrades and patching working (completed out-of-core hours) that required PCs to be switched on
- meet the needs of the business and organisational policies, accommodating different work patterns and behaviour with no negative impact on productivity

Microsoft
GOLD CERTIFIED
Partner

Sun Partner
Advantage
ASSOCIATED PARTNER

CITRIX®
PARTNER
Silver Solution
Advisor

SOPHOS
Silver Partner

Member of
FAST
Promoting the legal
use of software

vmware
PARTNER
PROFESSIONAL

The Solution

The team at Birmingham Children's Hospital recognised the benefits that PowerStudio™ could offer. They decided to take advantage of Certero's free 30 day evaluation in order to capture current usage and deployed the power saving policies and collated new usage information. By comparing both sets of information it was easy to see the saving being made.

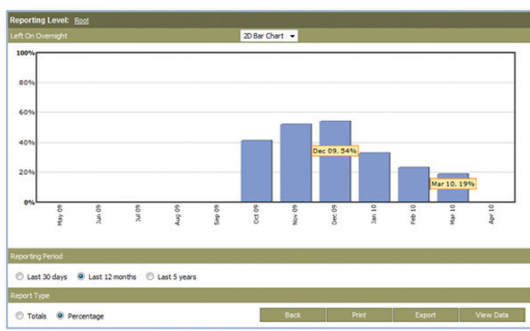
Not only did this provide the confidence in the ability of PowerStudio™ but also provided the evidence needed to justify such a solution.

certero PowerStudio™ solution provided us with:

- central implementation and Training in one day
- a system that had the ability to be centrally administrated
- automatic policies that flex with user's usage and the organisations policies
- the ability to put in place a window to wake up a PC and then power down to accommodate maintenance scheduling
- No disruption to user productivity due to intelligent software that knows when a PC is in use
- the ability to accommodate different behaviours by different departments
- comprehensive reporting to monitor and measure the benefits of the savings providing an opportunity to engage and encourage individuals to reduce carbon emissions and energy

The Benefits

- Return on investment in just three months
- A saving of £37,000 in the first three months of operations and an estimated saving of 167 tons of CO₂ per annum
- Reduction in the number of PCs being left on overnight from 50% to 19% (Most of the 19% are due to PCs having an 'Always On' policy)
- Average electricity cost of a PC reduced from £71 to £46, saving £25 pa
- Carbon footprint reduction per PC – 318kg to 207kg pa
- Based on 1,500 PCs that's a saving of 167 tons of CO₂ pa which equates to:
 - 69 average cars being taken off the road (based on 10,000 miles pa)
 - 43 return flights from London to New York
 - 10 million kettles being boiled



WHAT THE CUSTOMER SAYS

James Patterson, IT – “What we got with PowerStudio™ was smooth implementation without impact on the existing system. There was no noticeable rise in the calls to help desk during the implementation stage, the flexibility of the software meant that personal preferences were quickly identified and met and with some slight changes in policy in some areas was all it took to get everyone working happily.”

Chris Buckley, Capital Projects Manager responsible for energy efficiency, said; “I had only just taken up my post and was not aware of the installation, that must be a great testament to how seamless the implementation was. The ROI and the energy savings is phenomenal and it certainly helps to take us towards meeting the NHS target of becoming England's leading low carbon organisations by 2015. We've already saved 167 tons of CO₂, the equivalent of 43 return flights from London to New York – without impacting on the workload that really is encouraging for everyone.”

Jasmin Turner, Internal Communications Manager, Birmingham Children's, said; “We believe that those working here care about their impact on the environment but they need to understand how they can help. “PowerStudio™ software provides us with an opportunity to provide our people with feedback on the benefits of their individual actions.”



Certero Products are Compatible with Windows® 7 and have been tested to meet all of the technical requirements to be Compatible with Windows® 7.



About Certero

Certero helps companies achieve the best value from their IT investment and eliminate wasted spend on IT business assets. With public and private sector experience, Certero is the only independent software vendor of IT asset management and power management solutions in the UK.

Customers include Linpac, Diodes, Crown Paints, Warburtons, Nice-Pak, Gentoo Group, CoFunds, Swinton Insurance, Royal Air Force, Bradford MDC, Hull City Council, Carmarthenshire County Council, Xentrall Shared Service, Wiltshire NHS, Manchester NHS, Barnsley NHS, Epsom & St Helier University Hospitals, Birmingham Childrens Hospitals, North Mersey HIS NHS, University of Greenwich.

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