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DIODES
INCORPORATED®



Diodes Incorporated builds on already strong Green initiatives

With PowerStudio® Diodes Incorporated reduce energy consumption of PCs by ensuring machines are consistently powered down when not in use, making real financial and Carbon savings.

Customer Profile

Diodes Incorporated is a global manufacturer and supplier of high-quality, application-specific products within the semiconductor markets. The company works with the consumer electronics, computing, communications, industrial and automotive markets on a global level.

In 2008, Diodes Incorporated won the Environmental Award at the Elektra Awards, which demonstrates how its products, manufacturing process and commercial practices help reduce the impact on the environment. "We are committed to minimising our carbon footprint and understand that, as an international organisation, we use vast amounts of electricity to run our PCs. A reduction in our IT power consumption can help us become even greener," says Paul Baxendale, Diodes' IT Group Manager for Communications across UK and Europe.



The Challenge

Diodes Incorporated recognised the advantages of centrally managing their PC's energy consumption and automatically powering down PCs when not in use, but wanted to ensure that the introduction of such a solution would have the desired results and not cause unnecessary disruption to either the user community or the ability of IT to manage the network effectively.

The Solution would need to be able to:

- Apply flexible power settings
- Create power schemes and policies for different job roles
- Automatically power down PCs when not in use to save electricity and reduce carbon emissions
- Accommodate different work patterns and behaviour
- Identify PCs left on overnight or at weekends
- Provide personalised power usage reports showing comparisons against the whole user community
- Define baselines to measure both estimated and actual cost savings

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use of software

vmware
PARTNER
PROFESSIONAL

The Solution

With the knowledge that Certero's products could deliver, Diodes Incorporated trialled PowerStudio® for eight weeks across a sub-set of PCs, which ran in audit mode to allow Diodes to collate and monitor the savings made. "We needed policies and simulation runs to be reliable and match our needs without having an impact upon the user experience – it's all about creating a sweet spot. For example, we initially set non-intrusive rules like automatically turning PCs off at night."

Baxendale continues, "Once out of beta, and we were happy that our set policies delivered results and did not impede our users, we used the software delivery function of AssetStudio® to roll out PowerStudio® across 350 PCs in the UK. Using PowerStudio®, we were able to work with individual groups in the organisation to assess how they used their PCs and create specific policies that would suit their working style and not impact their daily routine."

Electrifying Results

PowerStudio® application helps Diodes to measure power utilisation of its PC users. From implementation and policy setting, PowerStudio® has shown how power usage levels have dramatically decreased, improving carbon emissions for green computing targets.

"Thanks to PowerStudio®, we have reduced our power usage without affecting our users and their productivity. We've set numerous profiles in place but the biggest individual power saving policy for us is one that automatically turns all PCs off overnight," explains Baxendale.

PC users at Diodes Incorporated are encouraged to contribute to the company's green agenda and reduce their individual carbon footprint through a point scoring system within PowerStudio®, which awards and deducts points depending on each person's habits.

What the Customer Says

Paul Baxendale, Diodes' IT Group Manager for Communication across UK and Europe says, "We have been very impressed with Certero."

"We look forward to working together in the future as Certero continues to expand its asset management offering," concludes Baxendale.

Did You Know?

100 average PCs always being powered on for one year is the equivalent to one of the following:

- 7 return flights from New York to London
- 2 million kettles being boiled
- 30 trees CO2 intake



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 is a specialist software vendor of Software Asset Management and PC Power Management solutions. Headquartered in the UK with offices in Australia and South Africa Certero delivers innovative solutions to help organisations remove complex processes to drive efficiencies in their IT investments.

Certero customers are drawn from across the public and private sector and our solutions have enabled organisations to cut CO2 emissions and save thousands on licensing expenditure

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