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for certain for sure



Hull  
City Council



Hull City Council saves 390 tons of CO<sub>2</sub> annually by powering down PCs when not in use.

By implementing Powerstudio™, another Local Government organisation significantly reduces their carbon footprint and operational costs, realising a Return on Investment in just 5 months.

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**PowerStudio™**  
Energy Optimisation Suite

## Customer Profile

With almost 250,000 residents and a student population of 16,000, Hull is a magnificent waterfront city that boasts a relaxing atmosphere and a mix of culture, shopping and nightlife, making Hull a great place to live, learn, work or visit. Located on the bank of the River Humber, Hull is a vibrant European city and cultural centre as well as being the capital of the Humber ports - the UK's leading foreign trading ports.

### The Local Government Pledge

CRC Energy Efficiency Scheme - the UK's mandatory climate change and energy saving scheme:

Is central to the UK's strategy for improving energy efficiency and reducing carbon dioxide (CO<sub>2</sub>) emissions, as set out in the Climate Change Act 2008. It has been designed to raise awareness in large organisations, especially at senior level, and encourage changes in behaviour and infrastructure.

CRC Energy Efficiency Scheme Order 2010 came into effect on 22nd March 2010

The Government's Pledge

- To be one of England's leading sustainable low carbon organisations
- 10% reduction in its 2007 carbon footprint by 2015
- Reducing carbon output by 80 per cent by 2050

## The Challenge

Hull City Council has over 5,000 computers across more than 200 sites. There was no guaranteed method available to them to ensure that power management of their PCs could be managed effectively to meet their objectives of reducing energy consumption.

Hull City Council needed to help meet the Government targets for reducing Carbon Dioxide as well as drive financial efficiencies that contribute to the bottom line. Ensuring that their PCs would be only using the energy they really need to be using to be operational, was a clearly effective and financially attractive step to take.

The concept is welcomed by all, but the 'how' has been the challenge, especially with regards to user productivity. The traditional options available had been:

- Introduce HR Policy to users – Switch off your PC when not in use - how is this monitored and measured?
- Configure Power Setting on a PC – who has the skills to do this – using IT engineers is not cost effective
- Maintenance of PCs – critical upgrades and patching – how is this done out of core hours if the PCs are switched off?
- Sustaining user productivity – this can be an issue with some more basic approaches

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**FAST**  
Promoting the legal  
use of software

**vmware**  
PARTNER  
PROFESSIONAL

## The Solution

Hull City Council took advantage of the free 30 day evaluation of PowerStudio™. With the help of Certero, this enabled the Council to capture current usage information of their PC's. Once complete, this information enabled informed power saving policies to be created and deployed, and new usage information was then collected. By comparing both sets of information it was easy to see the savings being made. Not only did this provide confidence in the ability of PowerStudio™ to achieve savings without disrupting operations, it also provided the evidence needed to justify such a solution on a business level.

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**PowerStudio™** solution enabled:  
Energy Optimisation Suite

- Central implementation and Training provided in one day
- Ability to centrally administrate power saving
- Ability to create automatic policies that flex with user's usage and the organisations policies
- Maintenance to be accommodated via scheduling a window to wake up PCs, complete the task and then power down
- No disruption to user productivity due to intelligent software that knows when PC is in use
- Accommodation of different behaviours by different departments
- Comprehensive reporting to monitor progress, measure effectiveness and quantify savings

## What Hull City Council Said

Steve Moffat, Principal Strategy Infrastructure Officer, said; "The need to power down computers was a new area for us. It was no longer just about financial savings but we now had to look seriously at ways our organisation could reduce our carbon emissions. PowerStudio™ is an extremely reliable product that basically 'does what it says on the tin'. It is a nice easy product to use and our support staff got up to speed quickly with the management interface.

"Initially our main focus was on getting the computers powered down out of hours. We know there are more functions on PowerStudio™ such as providing us with an opportunity to engage with our people by providing feedback information to users on how well they are doing in saving the energy and the environment; we are looking forward to using them soon. Our first aim was to provide a solution that gave us the flexibility to meet the demand of individual work patterns, capable of hibernating whilst maintaining the ability to remotely wake up the PCs as and when necessary when performing out-of-hours updates and maintenance. This all worked with PowerStudio™ from day one with the added benefits of powering up more quickly in the morning."



## The Benefits

- Reduction in the number of PCs being left on out of business hours from 25% to just 6%
- Average electricity cost of a PC reduced by £11 pa
- Carbon footprint reduction per PC of 78kg pa
- With a quantity of 5,000 PCs that's a saving of 390 tons of CO<sub>2</sub> pa, which equates to:
  - 162 average cars being taken off the road (based on 10,000 miles pa)
  - 101 return flights from London to New York
  - 26 million kettles being boiled



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.

### For information

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