

# PowerStudio™ helps organisations achieve their CRC objectives simply and efficiently

**B** **EING SEEN TO BE GREEN HAS** taken on a whole new level of transparency with the introduction of the CRC Energy Efficiency Scheme. The CRC scheme requires organisations that run up electricity bills of more than £500k per annum, to prove they are reducing their energy consumption and carbon footprint. Claiming to be a good corporate citizen now has to be backed by direct action, as well as words.

While many organisations have taken measures to reduce their carbon footprint, one area is almost constantly overlooked despite the quest to save energy; always-on PCs. According to BusinessGreen.com., always-on PCs cost UK plc over £300 million a year in wasted energy. Leaving PCs on and unused overnight, or during the weekend, is a bad habit that users have slipped into. However, with energy usage now under such intense scrutiny, such behaviour is inexcusable, and bordering on irresponsible. Yet there are sizeable savings to be made by intelligently powering PCs down when not in use, meaning



organisations would benefit considerably by introducing an energy optimisation suite.

While energy optimisation suites are not new, they have rarely been easy to deploy or manage, and often frustrated PC users by powering down a machine at an inappropriate time, or by being cumbersome to bring it out of hibernation or standby mode. One of the latest energy optimisation suites to hit the market is PowerStudio 2.0 from UK-company Certero, a trusted solutions provider in IT Asset

Management and PC Power Management. It addresses all the former barriers to adoption by using Web 2.0 technologies, and it is built to sit on a default Microsoft infrastructure, so it doesn't require any further technology expenditure to deploy. Tailored specifically for the task of intelligently powering down PCs that are not being used, it also has a very small footprint, so it will not slow down a user's PC. PowerStudio will automatically save open files when putting a PC into power saving mode, which negates any concerns about work being lost.

Certero claims that PowerStudio can deliver return on investment in as little as four months. In terms of energy savings, Certero points to Hull City Council saving 390 tons of CO<sub>2</sub> as a proof point of the results that can be achieved. That's a considerable saving, and reason enough to switch off PCs by switching on PowerStudio to reduce energy and electricity costs.

**FOR MORE INFORMATION**

**Web: [www.certero.co.uk](http://www.certero.co.uk)**