



## **Green Rabbit**

Companies are striving to reduce their carbon footprint and IT is often the subject of a glaring focus as people see large amounts of equipment using up power, giving off heat, light and generally contributing to a sense of global impact. So how can a software solution like Rabbit help improve IT's green credentials.

There are three main areas where introducing Rabbit Enterprise Social Software can lead to improved energy efficiency and reduced carbon footprint:

- User equipment
- Servers and networking
- Energy-efficient ways of working

### **User equipment**

A Computer Weekly article highlighted one of the key issues in green computing – the fact that a huge amount of the energy resources are used before something like a laptop is switched on for the first time. So a company should evaluate its replacement strategy: for many businesses there is a replacement frequency without any particular questioning, resulting in a long tail of energy wastage.

Part of that replacement is driven by demanding machines that are of the highest specification when most users need very little of the capabilities and functionality provided.

A product like Rabbit requires nothing more than a machine that lets you connect to the Internet as it is totally web-based, but provides a complete workspace for people to perform their normal business activities – from document production and content sharing to managing business projects.

This means that a business can equip teams with devices like Netbooks, mini/micro PCs with 35W consumption rather than 350W Desktop PCs – instantly realising energy savings. Using this approach also reduces the replacement frequency as the machine itself is doing little of the processing or storage, and so less likely to need replacement or upgrading.

### **Servers and networking**

The user side computing is just a small piece. The company's servers are where much of the heavy duty computing and energy use takes place. Moving these servers to a data centre complements the thin client approach and provides a more energy-efficient way to provide services – and minimise network traffic internally in a business. Choosing a product like Rabbit which is a data-centre hosted application delivered as a service removes any server requirements – for processing or for data storage – as it's all managed remotely in energy efficient centres.

Rabbit also lets you integrate with other existing web-based services, so can be the start of a move towards a pure web-services architecture for your business – removing not just the energy-hungry servers altogether, but the associated air-conditioning, UPS generators and even the personnel

required for 24-hour support and maintenance. Most businesses have servers at more than one location to manage local requirements. This approach means that there is only one host serving all locations.

The remote management takes us on to the third area where Rabbit can form part of a company's move to Green IT and that is in the overall functionality of the Rabbit software.

### **Rabbit functionality – connect with everyone from everywhere**

The web Operating System at the core of Rabbit makes it very easy for workers everywhere to use the system – whether they're home-based, office-based, or just working away from their normal location. The reality of many companies introducing flexible working is that it is associated with massive infrastructure overheads, with everything from VPNs to individual servers at multiple locations. But it is not just the equipment that contributes to the growing carbon footprint.

Rabbit provides a platform for everyone in the business and the extended enterprise – customers, suppliers, stakeholders, and associates – to communicate, contribute and collaborate together from any location. Inbuilt tools like messengers and conferencing capabilities mean that the virtual team becomes a reality – there is no need to travel to meetings when people can be connected, and ideas and information can be shared through Rabbit. Even the simplicity of information sharing in Rabbit helps towards energy use – one instance of a document can be shared amongst multiple users for immediate access – compare this with emailing a document to many people and the associated network traffic and storage impacts. Use of conferencing capabilities has always been high up the agenda for reducing not just travel costs but the impact of travel to multiple locations; combining this into a complete workspace makes the need to meet face to face even less critical.

### **Summary**

No-one would pretend that introducing Rabbit automatically delivers green credentials; however it facilitates a lot of the actions which contribute towards greener IT. IT Managers must look to systems like Rabbit that remove much of the high-power computing capability whilst providing all the functionality that users expect delivered to their 'desktop'. A future with Rabbit delivers flexible and remote working using light computing resources - minimising traditional IT infrastructure and its energy impact, reducing travel and even cutting down on real estate as fewer staff need fixed office space.