

Green Business Technology Initiative



Designing for the environment

As a technology industry environmental leader for decades, HP is making a difference with a comprehensive Design for the Environment strategy that touches upon every aspect of our business, including our products and services, development and scientific research, and supply chain and operations throughout the world. We believe this strategy gives HP an unmatched ability to drive simplicity, to innovate, to influence industry action, and to drive our own stewardship in a way that is good for customers, good for business, and good for the planet.

- **Helping customers go green and save money**—We are proving every day that customers can be environmentally conscious *and* save money, with practical solutions to reduce energy consumption, conserve materials and supplies, and more efficiently manage IT.
- **Making product retirement and recycling easier**—Our goal is to make it convenient and simple for more customers to recycle their technology and supplies—from print cartridges to computer systems—and to assist with product retirement and secure system re-use.

- **One billion pounds recycled and counting**—To date, HP has recycled more than 1 billion cumulative pounds of electronics and HP print cartridges around the world. We are accelerating our efforts with a goal of doubling our annual recovery rate to reach 2 billion pounds by the end of 2010.
- **Innovating to deliver more, end-to-end, with every watt**—From power-smart components and power-saving technologies to innovative cooling solutions, HP is advancing technology to make it possible to deliver more performance for every watt of energy.
- **Contributing to environmental policy worldwide**—Through collaboration, joint research, and participation in industry consortiums, HP works closely with governments and regulators around the world to help shape public policy in areas such as recycling, energy conservation, and climate change.

“Environmental responsibility is good business. We’ve reached the tipping point, where the price and performance of IT are no longer compromised by being green, but are now enhanced by it.”
—CEO Mark Hurd, HP

Consider the following green best practices in networking:

- **Life cycle and TCO**—The useable life of networking equipment is a factor in costs to the environment and business. With free software updates and the HP ProCurve Lifetime Warranty^{*}, ProCurve products can help your company capitalize on longer-term strategies for reducing e-waste, manufacturing waste, and raw materials consumption in the production of replacement equipment.
- **Vendors who support your green goals**—HP ProCurve’s commitment to RoHS, WEEE, EEE, and other key agency and standards bodies represents substantial long-term investment for sustainable solutions, energy efficiency, sound environmental practices, and hazardous materials reduction that help customers and partners to achieve their own green goals.
- **Reducing environmental impact**—Sustainability shouldn’t mean replacing everything. HP ProCurve makes it simple with a comprehensive portfolio of products and solutions designed to add greater efficiency and savings to existing infrastructure and data center facilities.
- **Chassis-based switches when possible**—Chassis-based switches have a number of cost-saving benefits, including higher port density per power supply.
- **Turning off Power over Ethernet (PoE) when not in use**—HP ProCurve Manager allows users to create policies that control the powering of PoE ports, such as turning off large deployments of VoIP desk during non-business hours, delivering energy savings that can be significant.¹
- **Power supply and UPS selection based on actual usage**—HP ProCurve ProVizion-based switches allow for fine-grained power allocation and measurement of PoE power requirements. Using this knowledge of your system’s actual power draw can help you to



design appropriately sized backup power systems and help you to properly select power supplies that will provide the best efficiency for your use model.

Ask the hard questions

Will touted new energy-saving features continue to deliver benefits across multivendor environments? Will they reduce your options in other ways, or lock you into a single vendor?

Examine energy-efficiency claims or comparisons: Are the methodologies clearly stated? Do they compare similarly featured products? Is the usage scenario realistic? Are values used from measurements, ratings, or calculations?

Are your vendors doing their part to reduce carbon emissions and hazardous substances throughout their own practices and is it at the same levels they require of their supply chain?

See HP’s Global Citizenship Report at www.hp.com/hpinfo/globalcitizenship/gcreport/index.html

¹ Energy savings opportunities exist for any PoE device consuming power at idle when not in use.

“Environmental sustainability is an essential element of global citizenship at HP ProCurve and is vital to our long-term business and your success.”

—Mark Thompson,
Director, Global Sales and Marketing,
HP ProCurve



^{*} For as long as you own the product, with next-business-day advance replacement (available in most countries). The following products and their related family modules have a one-year warranty with extensions available: HP ProCurve Routing Switch 9300m Series, HP ProCurve Switch 8100fi Series, HP ProCurve Access Control Server 745wl, and HP ProCurve Network Access Controller 800. For details, refer to the HP ProCurve Software License, Warranty, and Support booklet at www.hp.com/rnd/support/warranty/index.htm

