

IDC
Analyze the Future

IDC Canada Presents

You, Me & Green IT

Transform the way Your Company Approaches the Environment

April 9 – 10, 2008 • Ontario Science Centre, Toronto, ON

▶ Featuring:



Dr. David Suzuki



David McLaughlin,
President & CEO National Roundtable on the Environment and Economy



Dr. Ron Dembo,
Founder & CEO, Zerofootprint

▶ Attend This Powerful Forum To:

- Explore the impact various technologies have on the environment
- Develop broader corporate responsibility strategies to improve your organization's environmental track record
- Learn how to leverage Information Communication Technology (ICT) to offset the carbon footprint and battle spiking energy costs
- Gain insight into which ICT organizations are leading the charge with the Green IT Agenda
- Discover and assess the operational considerations for your organization (including architectural issues for your datacenter, virtualization, smart building systems, wireless energy management, recycling, mobility and energy rebates)
- Find out how you can leverage technology & social networking to drive awareness of Green Issues in your organization
- Determine the level of cost savings and returns you can expect from Green IT investments

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Via telephone:
1-888-432-2812
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Register by March 10, 2008 & SAVE $500
Space is Limited Register Now

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36 Toronto St.
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You, Me & Green IT

Tough Questions. Real Answers.

Lately it seems that all anyone can talk about is the environment. Climate change, carbon footprints, power consumption – you name it – dominate the public agenda and the conclusions send shivers down our collective spines. On a personal level we all know that simple changes can have a dramatic effect on improving our world. But how can we as business and technology leaders connect professional and personal actions to enhance the environmental effort?

Dynamic Agenda. Diverse Opinions.

Designed exclusively for IT, business, government, environment and corporate responsibility executives, You, Me & Green IT is a challenging and interactive two-day forum for exploring the tough questions, exchanging ideas, and gaining insight into Green ICT solutions from some of Canada's most innovative companies.

The event brings together a varied group of business, technology, and environmental thought leaders, IDC industry analysts, media, and high school and university students to tackle the issues and invent ways for business to take action.

▶ Who Should Attend?

Corporate Executives

- CIO's CTO's COO's CEO's
- Chief Green Officers
- Strategic Planning Executives
- IT, Business Operations & Systems Engineers
- IT leaders from Government Agencies & Universities
- Corporate Public Relations & Marketing Executives

Vice Presidents and Directors of:

- IT Strategy & Planning
- IT Network Services & Operations
- Business Operations
- Facilities, Office Management
- Supply Chain & Logistics Managers
- Datacenter Services
- Infrastructure Services
- Shared Services
- Product & Communications Marketing

▶ Space is Limited Register Now



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TO REGISTER PLEASE VISIT:
www.idc.com/youmegreenit

▶ **7:30 am - 8:30 am**

Registration, Tabletop Exhibit Viewing and Continental Breakfast

▶ **8:30 am – 8:45 am**

Welcome and Opening Remarks – Introduction to Syntegration Process & Delegates' Role

Vito Mabrucco, *Senior Vice President, Worldwide Consulting, & Managing Director, IDC Canada*

▶ **8:45 am – 9:15 am**

Green IT in Canada – What does it all mean - where to start – how do you bring it all together?

Lawrence Surtees, *Vice-President & Principal Analyst, Communications Research*
David Senf, *Director of Canadian Security and Software Research*

Canadian firms are going Green in the datacenter and beyond, but a dearth of available information limits meaningful carbon footprint reduction. IT and business executives are asking about all the assets and technologies at their disposal as well as the business and economic impact of being 'Green'.

Questions raised include:

- Where to start?
- What are other firms doing?
- What benefits are actually being realized?

Join IDC Canada's leading Green IT researchers as they debate and discuss the impact of technology on the environment, including the latest research highlighting the value and importance of being Green and the capital and operational investments Canadian businesses are making to reduce their carbon footprint.

▶ **9:15 am – 10:00 am**

National Green IT Panel

Grant Buckler, *Freelance Reporter, Globe and Mail,* **David McLaughlin,** *CEO, National Roundtable on the Environment,* **Ron Buliung,** *Professor, University of Toronto,* **Dr. Ron Dembo** *- Founder & CEO, Zero Footprint,* **Scott Rouse,** *Managing Partner, Energy@Work*

Gain insight into Canada's environmental strategies as leading research, media, business, and government authorities discuss and debate how Canada ranks in the use of practical business practices and green technologies in the datacenter and beyond.

▶ **10:00 am – 10:30 am**

Networking Break, Tabletop Exhibit Viewing and One-to-One IDC Analyst Meetings

Take the opportunity to sign up for complimentary one-to-one meetings with select analysts at event registration. This will enable you to gain strategic advice on your company's Green IT initiatives from a senior IDC analyst. Arrive early as meetings will be scheduled on a first-come, first-served basis.

IDC Analysts available for meetings include:

Philip Barnes, *Senior Analyst, Storage Market, IDC*
Tarun Bhasin, *Senior Research Analyst, Canadian Server Market, IDC*
George Bulat, *Director Client Hardware Research, IDC*
Jason Bremner, *Research Director, Infrastructure Hardware, IDC*
Evan Hardie, *Senior Analyst, Hardcopy Peripherals Research IDC*
Marc Perrella, *VP Technology Group, IDC*
Sebastien Ruest, *VP Services, IDC*
Lawrence Surtees, *Vice-President & Principal Analyst, Communications Research, IDC*
David Senf, *Director of Canadian Security and Software Research, IDC*
Chris Sullivan, *VP Operations (Green Company Watch), IDC*

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▶ 10:30 am - 11:15 am **KEYNOTE PRESENTATION**

Think Green: How Green Computing Can Pay For Itself

Steven Sams, *Vice President, Global Technology Services, Site and Facilities Services, IBM*

Energy efficiency is a global issue with significant impact today and will have an even greater impact in the future. IBM's Project Big Green is defining leadership in datacenter energy efficiency with five areas to improve your data center energy management – diagnose, build, virtualize, cool and manage and measure. Learn how other clients – and IBM – have implemented these areas to gain immediate business benefit to double their IT capacity, reduce operational costs by 50% annually, and have a positive impact on the environment.

▶ 11:15 am -12:00 pm

Using Communications Technology to Go Green: Moving Ideas and Information Instead of People and Vehicles

Joe Pach *TELUS Environment Director*, **Denean Tomlin,** *Business Development Manager, ICT Investment & Trade Development, Calgary Economic Development*

Dedicated to being a leader in environmental sustainability, TELUS' vision is to help Canadians reduce their environmental impact through the use of communications solutions, by encouraging the movement of information instead of people, cars and planes. Find out how one of Canada's foremost organizations is minimizing its own environmental impact and reducing carbon emissions through the use of information communications technology.

▶ 12:00 pm – 1:15 pm

Lunch, Roundtable Discussion Groups and One-to-One Analyst Meetings

Luncheon roundtable discussions led by an industry expert will provide attendees the opportunity to engage with peers, speakers and subject matter experts in a casual, interactive format.

▶ 1:15 pm - 2:00 pm

Lean and Green IT Solutions for Innovation

Jeff Wacker, *EDS Futurist,* **Chuck Henry,** *CTO Government of Canada Treasury Board Secretariat &* **Rob Dowler,** *Corporate Chief Strategist, Ontario Ministry of Government and Consumer Services*

The future is about leaner, greener IT. Join Jeff for a compelling view of the solutions and innovation that provide ecologically friendly information technology (IT) service offerings while improving operational efficiency and productivity. Participants will hear how future innovations will help move their organizations forward to become more environmentally responsible while staying competitive and profitable. Hear first hand how the federal and provincial governments are leveraging technological innovations to become more green.

▶ 2:00 pm – 2:45 pm **CONCURRENT SESSIONS**

Group 1: Identifying and Leveraging the Right Mix of Technologies and Tools to 'Green' the Datacenter

Ross Chevalier, *Chief Technology Officer, Novell Canada*

How, exactly, can we "Green" the data center?

Join Ross as he delves into the use of virtualization technologies, server compression and reduction, and proactive policy based storage management to help improve power consumption rates and reduce the number of physical devices by leveraging efficient mixed source technologies.

Group 2: Energy & Efficiency: Environmental Responsibility at HP

Geoff Kereluik, *Vice President, Marketing & Alliances, HP Canada*

HP, with its broad portfolio of products and extensive partner relationships, leads the industry in reducing carbon footprint, limiting waste and recycling responsibility including designs for the environment that make it easier for customers to be green from the desktop to the datacenter. HP will share its Green IT roadmap to provide delegates with strategic insight that can be used for the development and execution of a comprehensive Green IT Program.

▶ 2:45 pm - 3:15 pm

Networking Break, Tabletop Exhibit Viewing and One-to-One IDC Analyst Meetings

▶ 3:15 pm – 4:00 pm **CONCURRENT SESSIONS**

Group 1: Building a Green IT Plan that is Good for Business and Good for the Planet

Brian Down, *Chief Technologist, Principal Engineer, Sun Microsystems of Canada Inc.*

Creating eco-friendly IT operations that have a direct impact on your bottom line is no small task. Participate in an interactive workshop to help build your Green IT business case using virtualization, server consolidation, thin client desktop technologies, tiered storage architectures, as well as break-through innovations like CMT (green and cool chip design) and "Project Blackbox" (a datacentre in a standard shipping container), open work programs, equipment recycling initiatives, credits, rebates and partnerships. Sun will share experiences from having 'greened' its own data centers, achieving a 70% power bill reduction and 80 % space compression.

▶ 3:15 pm - 3:35 pm

Group 2a: The Lights Are on But is Anybody Working?

Steve Kostidis, *Technical Product Manager, Fifth Light Technology*

Conserving energy particularly during peak demand periods, results in a substantial reduction in the use of coal and associated GHG and CAC emissions. During the next ten years, if 10% of the retrofit and new installation markets in Canada and the United States use completely dimmable systems, we will reduce the need for 4,000 MW installed capacity relying on fossil fuel. This will result in a reduction of about 35Mt of GHG emission and other types of emissions. This is approximately the amount that Canada needed to reduce its total GHG emission in 1990 (about 36 Mt of CO2 equivalent) under the Kyoto Protocol. Learn how dynamic lighting management systems make a positive contribution to the environment with stories of real customer implementations.

▶ 3:35 pm – 4:00 pm

Group 2b: Using Technology to Understand the Impact of Climate Change

Amar Singh, *General Manager Biotron Experimental Climate Change Research Centre, The University of Western Ontario*

Human beings are causing unprecedented damage to the Earth - in fact we are in danger of exceeding the planet's ability to sustain human life. Opening in 2008, the Biotron Experimental Climate Change Research Centre at Western represents a $30 million infrastructure investment dedicated to answering the most pressing environmental questions. The Biotron is a high-containment facility housing an array of remotely controllable, custom-designed, controlled environments for plants, insects, and microorganisms. The Biotron also stimulates the bioeconomy by enabling labs to develop environmentally friendly products so we can be better prepared to make decisions that protect ecosystems and our planet as a whole.

▶ 4:00 pm – 4:15 pm

Excellence in Environmental Action: Challenging tomorrow's business and community leaders

Richard Christie, *Program Coordinator, Ecological Literacy and Sustainable Development School Services – Program Toronto District School Board*

Join Richard as he provides an overview of the TDSB's innovative EcoSchools initiative, the first accredited certification program of its kind in Canada. Experience first hand how the program is positively impacting high school students' attitudes towards environmental responsibility and how their actions are helping to accelerate the Board's environmental agenda through inspirational presentations from two remarkable students.

▶ 4:15 pm – 5:00 pm

Executive Panel – High School & University Students Take on Corporate Canada

David Wallace, *CIO, City of Toronto,* **Joe Nestic**, *Senior Vice President, Menkes,* **Elizabeth Margles,** *Vice President, Communications Loblaw Companies Ltd,* **Dave Dobbin,** *CEO, Toronto Hydro Telecom*

▶ 5:00 pm – 5:15 pm

Closing Remarks Day One, Conference Chairman

Vito Mabrucco, *Senior Vice President, Worldwide Consulting, & Managing Director, IDC Canada*

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▶ **7:30 am - 8:30 am**
Registration, Tabletop Exhibit Viewing, and Continental Breakfast

▶ **8:30 am – 8:45 am**
Proceedings Recap and Today's Agenda, Conference Chairman
Vito Mabrucco, *Senior Vice President, Worldwide Consulting, & Managing Director, IDC Canada*

▶ **8:45 am – 9:15 am**
How Canada can be a World Leader in Adapting IT to Reduce Global Warming
Bill St. Arnaud, *Chief Research Officer, CANARIE Inc.*
To date most approaches for using ICT to reduce CO2 emissions have focused on "sackcloth and ashes" approach of reducing energy consumption or emission abatement techniques such as tele-commuting, tele-presence, etc. Rather than focusing on energy efficiency or abatement techniques this talk will hopefully demonstrate that ICT can provide much greater opportunities for innovation and economic growth through a strategy of "zero carbon" (as opposed to carbon neutrality) for the ICT industry itself and using ICT e-products and e-services as a reward mechanism to encourage consumers and businesses to reduce their overall carbon footprint including heating, transportation, etc. Canada is incredibly well positioned to be a world leader in this new economic opportunity.

▶ **9:15 am – 9:45 am**
Corporate Responsibility Risk and Opportunity
Valerie Chort, *Partner, Deloitte Enterprise Risk Services.*
Public concern about the impact of human activities on the environment and the roles that businesses play in that impact is rising. Valerie examines the drivers for action, responses by Canadian executives to manage risks, identify opportunities, stimulate innovation and generate stakeholder value. With a focus on the role of IT and technology, real world case studies are leveraged to examine the risks of disconnected approaches to corporate responsibility and the benefits of adopting an integrated strategy.

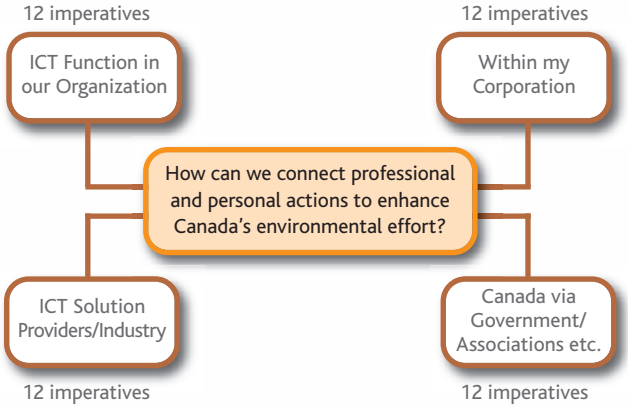
▶ **9:45 am – 10:30 am**
Connecting our Professional & Personal Actions to Enhance Canada's Environmental Efforts
The Syntegrity Group
Leveraging the Syntegrity Group's proven scientific methodology to fully tap into the power of human networks, the team will share the initial results of the conference attendees' statements of importance to the question - "How can we connect our professional and personal actions to enhance Canada's environmental effort?"

▶ **10:30 am – 11:00 am**
Networking Break, Tabletop Exhibit Viewing, Syntegration Concurrent Session Assignments

▶ **11:00 am – 12:15 pm KEYNOTE PRESENTATION**
The Challenge of Sustainability Setting the Bottomline
Dr. David Suzuki
In his commitment to decrease his own carbon footprint, Dr. David Suzuki will leverage ICT technology in a presentation to the delegates along with audience questions via live video hook-up. Join Dr. Suzuki as he reflects on the past century and how humanity has undergone an explosive change in numbers, science, technology, consumption and economics, that have endowed us with the power to alter the biological, physical and chemical properties of the planet. The human brain was the key to our success and our ability to look ahead and anticipate hazards and opportunities more than compensated for our lack of physical and sensory prowess. Foresight was our survival trait but now with all of the increased predictive power of scientists and computers, we are turning our backs on their warnings that have come for more than four decades. Why? Dr. Suzuki will discuss some of the problems and point out what we can do.

▶ 12:15 pm – 1:00 pm
100% Recycled Box Lunch (the box not the lunch!)

▶ 1:00 pm – 3:30 pm
CONCURRENT SESSIONS How can we connect our professional and personal actions to enhance Canada's environmental effort from the perspective of:
Group 1: *The ICT Function in my Organization*
Group 2: *My ICT Solution Partners as well as the Industry*
Group 3: *Within and across my corporation (including operational practices and corporate responsibility)*
Group 4: *Different levels of government, associations potential lobby groups or collective industry events.*



Interactive Problem Jostle: Each group will engage in a facilitated process that enables diverse participants to jointly and democratically deconstruct a complex question into the most important facets for discussion.

▶ 1:00 – 1:45 pm
Green Fielding Statements of Importance
Participants review the ideas garnered from the delegates over the course of the event and supplement these with additional inputs and statements of importance.

▶ 1:45 – 2:30 pm
Green Idea Marketplace
Participants interact in a simulated marketplace, buying and selling prospective ideas to be moved forward for additional discussion and distillation.

▶ 2:30 – 2:45 pm
Break

▶ 2:45 – 4:00 pm
Green Field Reduction
A facilitated session in which participants merge and/or eliminate candidate topics until they have reached consensus on the 12 most important issues.

▶ 4:00 – 5:00
Insights for the Green Action Plan
All delegates will reconvene to hear the insights derived by each of the 4 groups. Participants will then be polled on what they believe to be the most important priorities within each sphere to form the basis of the green action plan.

▶ 5:00 pm
Closing Remarks, Conference Chairman
Vito Mabrucco, Senior Vice President, Worldwide Consulting, & Managing Director, IDC Canada

IMPORTANT REGISTRATION INFORMATION

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April 9 – 10, 2008 • Ontario Science Centre, Toronto, ON

Register by March 10, 2008 & **SAVE $500**

- **Early-Bird Registration Rate: Only $495**
  Simply sign up by March 10, 2008 and **SAVE $500**
- **Standard Registration Rate: $995**
  Sign up after March 10, 2008
- **Group Discount:**

A $95 discount per person is available for groups of three or more people from the same company registering together. We ask that all forms be submitted together and paid in full at time of registration.

- **Two Easy Ways To Register**

1. **Online:** Visit www.idc.com/youmegreenit
2. **By phone:** 1-888-432-2812 or 416-673-2260

- **What Your Registration Includes**

- Admission to sessions
- Continental breakfast, lunch, and coffee breaks
- Access to presentations online*

**Printed proceedings will not be available at the Forum.*

*One to three days after the Forum, presentations submitted to IDC will be available for attendees via **www.idc.com** (presentations are posted as soon as they are received). IDC reserves the right to alter this program without notification*

- **Crowne Plaza Toronto Don Valley**

1250 Eglinton Avenue East, Toronto, Ontario Canada M3C 1J3
1-877-474-6835

For your convenience we have reserved a limited number of rooms at the Crowne Plaza Toronto Don Valley. A special rate of $135 single/double is offered based on availability until March 15, 2008. To receive this rate, please call 1-877-474-6835 and identify yourself as an attendee of the IDC You, Me & Green IT Forum.

- **Payment**

Registrations must be accompanied by full payment. You may pay by credit card (American Express, Visa, or MasterCard) or check, payable to IDC Canada.

- **Cancellation Policy**

Substitutions may be made at any time by faxing a written request to 416-369-0419. Cancellations communicated to IDC by March 10, 2008 are subject to a $150 processing fee. Registrants who either cancel after March 10, 2008 or do not attend the conference are liable for the full registration fee.

- **Special Needs**

IDC fully supports the individuals with disabilities. If you require special assistance of any kind, please call us at 1-888-432-2812 or 416-673-2260.

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About IDC Canada

IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact-based decisions on IT business strategy. IDC Forums are designed to provide the latest news, research, and benchmarking case studies on relevant and highly-focused topics, offering enterprise decision makers insight into how they can strategically use technology to gain competitive advantage. Case study presentations are featured at each conference providing the highest quality program content. IDC Forums offer important opportunities for attendees to network with peers and to discuss the challenges and solutions faced in the real-world.

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About Our Diamond Sponsor

IBM is the world's largest information technology company, with 80 years of leadership in helping organizations innovate. In May 2007, IBM unveiled "Project Big Green" -- a $1 billion initiative to help clients and IBM itself sharply reduce data center energy consumption. Project Big Green is a five step approach to increasing energy efficiency, saving clients an average of 42% on energy costs, and decreasing carbon emissions by 7,439 tons per year. This initiative includes a "green team" of over 850 energy efficiency architects, innovative "green" technology solutions and data center services, plus the first energy certificate program available to help clients transform their data centers into highly efficient green operations. Visit IBM at this year's IDC Green IT Forum to learn more, or at www.ibm.com/press/greendatacenter

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