The Environmental Benefits of Cloud Computing

Environmental responsibility is a growing concern for many companies. Research by Greenspace, a supplier of green operations and maintenance products and analytical solutions, has identified cost savings and environmental benefits of using a cloud model. Greenspace's analysis of NetSuite's platform found that:

- NetSuite enables customers to reduce overall server room electric consumption by more than 99%, an annual savings of more than $10,300 per customer.
- An average reduction in energy use of 99,000 kilowatt hours (kWh) per year.
- NetSuite allows customers to realize savings from reduced use of software, hardware, maintenance, personnel, and occupancy costs, exceeding $100,000 per year.
- Aggregate reduction in electricity use by NetSuite and its customers amounts to 595 million kWh per year, the equivalent annual consumption of more than 56,000 homes
- This reduced greenhouse gas emissions by more than 423,000 metric tons of carbon dioxide per year, the equivalent of taking more than 77,000 automobiles off the road.

NetSuite has a record of energy efficiency and environmental stewardship. Some highlights:

- NetSuite's data center is a state-of-the-art facility that takes advantage of the latest power-management technology
- NetSuite disposes of obsolete equipment via certified e-waste recycling companies.
- NetSuite's has hired Greenspace to survey its headquarters and further expand its green building programs.
- NetSuite utilizes web meeting technology to host meetings with customers for sales and implementation, reducing travel.