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# Green IT & Energy Efficient Data Centers Equal Cost Avoidance For Businesses, Per Evolving Solutions Data Center Leaders Interview Series

*‘Data Center Leaders’ blog interview series shares insight from Microsoft’s Toby Velte, PhD, regarding the bottom-line benefits of green IT practices for businesses*

Minneapolis, MN ([PRWEB](http://www.prweb.com/)) February 18, 2009 -- [www.evolvingsol.com](http://www.evolvingsol.com) -- Evolving Solutions, a leading [business continuity](http://www.evolvingsol.com/sitepages/pid35.php) and data disaster recovery solution provider, is alerting businesses to the benefits of green IT and energy efficient data centers, by sharing insight from Microsoft’s Toby Velte, PhD, in its “Data Center Leaders” blog interview series.

# "[*Data Center Leaders*](http://www.evolvingsol.com/blog/2009/02/03/greenit/)*: Green IT Equals Data Center Cost Avoidance With Toby Velte, PhD*” represents a recent conversation between Velte and Evolving Solutions' head blogger Judie Van Keulen.  In the interview, VanKeulen looks to Velte to help shatter stereotypes regarding the green movement by focusing on how the power and cost savings benefits of these practices directly contribute to a company’s bottom-line.

Velte, a Global Technology Strategist with Microsoft, is a passionate advocate for green IT practices, having co-authored the book “Green IT: Reduce Your Information System’s Environmental Impact While Adding to the Bottom Line.”  To best position green IT against an almost inevitable backlash, Velte ensures any discussion on this topic focuses on a business’s bottom-line.

"Green IT and energy efficient data centers represent significant cost savings potential for businesses by dramatically reducing a company’s power needs.  Unfortunately, green IT practices also carry with them the ‘fad’ label for many businesses,” states Van Keulen.  “One of the main questions I had for Velte was how best green IT can be sold as a legitimate business strategy, in the face of it being seen by many as a passing business whim.”

Velte answered in kind:

“By way of an oversimplification, organizations can look at green IT projects through two lenses:

* Being driven by corporate responsibility or altruism
* Like any other IT project, in terms of the pressures of capitalism

“I try to cast each green IT project through the latter.  If we can’t produce the most fantastic ROI for these projects they will ultimately not be funded and carried out and I want (like others who appreciate the environment) to get these projects funded and completed.”

Velte also revealed that by taking advantage of the power savings associated with green IT practices, many companies will experience even greater cost savings by eliminating the need to build new data centers. The main beneficial factor behind a company’s ability to hold off building new data centers is the marked increase in efficiency green IT practices bring to current data centers.

“While the need for more storage and speed are omnipresent, power is no longer cheap and ubiquitous,” concludes Velte.  “Using green techniques, the enormous cost associated with building a new data center can be deferred for years or eliminated altogether.”

Evolving Solutions' complete interview with Microsoft’s Toby Velte, PhD, may be found on Evolving Solutions' Evolving IT blog. <http://www.evolvingsol.com/blog/2009/02/03/greenit/>

**About Evolving Solutions**Evolving Solutions architects and implements IT solutions that assist businesses in the utilization of technology to help achieve corporate goals. Specializing in [server and storage virtualization](http://www.evolvingsol.com/sitepages/pid69.php), server and storage consolidation, Tivoli Storage Manager Software implementation, disaster recovery and business continuity planning and implementation; Evolving Solutions is an IBM 2008 Beacon Award Winner. For more information about Evolving Solutions, call 800-294-4362 or visit their website at [www.evolvingsol.com](http://www.evolvingsol.com).

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