

Green IT SUMMIT

October 21 & 22, 2009 | Four Points by Sheraton Toronto Airport | Toronto, ON



Optimize IT Spending & **CUT COSTS**

Improve Efficiency | Optimize IT Spending | Cut Costs
Reduce Emissions | Project A Green Image | Modernize Data Centre

Hear from these Leaders:



Bob Culver,
SVP, Data Center Management,
Wells Fargo (AZ)



Ted Hein,
Director of Information Services,
Burt's Bees (NC)



Dr. Ron Dembo,
Founder & CEO,
Zerofootprint



Uwe Helmer,
Head, Service Management,
I&IT Land & Resources Cluster,
Government of Ontario

Hear from the **BEST** and **BRIGHTEST** in the industry who will share **9** insights on:

- 1 **Green Makeover:** Transform your IT top to bottom
- 2 **Green Performance Assessment:** Benchmark and measure success
- 3 **Power Management:** Reduce electricity consumed
- 4 **Cloud Computing:** Identify pros, cons, realities, and risks
- 5 **Virtualization:** Lessons learned and tips for success
- 6 **Corporate Sustainability Program:** Best practices
- 7 **E-Cycling & E-Waste Management:** Reduce environmental impact
- 8 **Data Center:** Retrofit for maximum results
- 9 **Cost Savings:** Gain a rebate from local power utility

SOURCE INSIGHTS From These 12 Leaders:

- | | | |
|-------------------------|-------------------------------|-----------------------------------|
| 1 Wells Fargo (AZ) | 5 Hospital for Sick Children | 9 The Co-Operators Group |
| 2 Government of Ontario | 6 KPMG | 10 Ontario Electronic Stewardship |
| 3 Burt's Bees (NC) | 7 California State University | 11 Canada Post |
| 4 Rogers Communications | 8 Central Kootenay (BC) | 12 Zerofootprint |

Sponsor:



Partners:



To register call: 1-866-298-9343 • E-mail: registrations@strategyinstitute.com

Optimize IT spending, cut energy costs, improve efficiency, and project a green image



Hear from IT and sustainability leaders from across North America – get inspired. It is time to get lean and green.

You too can be the leader to help your organization reduce its environmental footprint. Now more than ever, is the time to improve your triple bottom line.

Your first step: This conference!

Hear from **11** of the **BEST** and **BRIGHTEST** in the industry who will share insights on:

- 1 Green Makeover:**
Transform your IT top to bottom
- 2 Green Performance Assessment:**
Benchmark and measure success
- 3 Power Management:**
Reduce electricity consumed
- 4 Electronic Documentation:**
Cut costs and improve efficiency
- 5 Cloud Computing:**
Identify pros, cons, realities, and risks
- 6 Virtualization:**
Lessons learned and tips for success
- 7 Corporate Sustainability Program:**
Best practices
- 8 Video Conferencing:**
Strategies for enterprise implementation
- 9 E-Cycling & E-Waste Management:**
Reduce environmental impact
- 10 Data Center:**
Retrofit for maximum results
- 11 Cost Savings:**
Gain a rebate from local power utility

SOURCE INSIGHTS From These **12** Leaders:

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- 5 The Hospital for Sick Children**
- 6 KPMG**
- 7 California State University East Bay**
- 8 Regional District of Central Kootenay (BC)**
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Take this opportunity to see how your colleagues are doing, share your experiences and exchange Green IT ideas and strategies! If you want to meet with your peers and make valuable connections, this is your best opportunity this year.

TAKE AWAY

7 ADDITIONAL benefits from this exclusive event:

1. Face-to-face interaction
2. Q&A opportunities
3. Structured networking with IT peers and experts
4. Cross-industry CASE STUDIES
5. Presentation materials to take away
6. Top industry speakers
7. Exclusive end-of-day networking reception

Register Today – Space Is Limited And Sure To Sell Out

Don't miss your chance to participate in these critical discussions and to network with the leaders in this rapidly growing field of Green IT. Register for our limited spaces by calling **1-866-298-9343** or emailing registrations@strategyinstitute.com today.

THIS CONFERENCE IS SPECIFICALLY DESIGNED FOR:

Use this event for your **CIPS I.S.P. / ITCP** re-certification credits!

Corporations, Municipalities, Provincial and Federal Government

CIO | CFO | Director of IT | Director of IS | Director of Sustainability

- **Recognize** areas to generate energy cost savings
- **Leverage** IT to reduce your organizational carbon footprint
- **Benchmark** your performance and measure the results
- **Learn** the best ways to improve data center performance
- **Source** strategies for immediate and long term efficiency gains

Hardware, Software, Virtualization, Cloud Computing & Network Solutions Providers

Directors of Business Development | Director of Sales | Director of Product Management

- **Get** on the short-list when decision-makers are considering their options
- **Showcase** your firm's solutions to a select audience of senior decision-makers
- **Gauge** the competition and determine opportunities for potential growth
- **Learn** what buyers are looking for and meet their needs
- **Access** decision-makers with budgets totaling millions of dollars

IT, Business Process & Legal Consultants

Partners | Associates | Advisors | Consultants | Director of Business Development

- **Demonstrate** your expertise to the community
- **Build** and grow your Green IT practice by meeting potential future clients
- **Contribute** to the dialog for corporate green and sustainable practices
- **Enhance** your grasp of Green IT issues with direct feedback from all participants

Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Select sponsorship packages are still available. To learn more, contact **Himani Dureja** at 1-866-298-9343 ext. 269, or email dureja@strategyinstitute.com.

Bring your team and benefit from special pricing: Develop your Green IT strategy

Ensure all members and staff of your organization understand the latest developments in Green IT by sending your team to this conference. Take this opportunity to develop a shared vision with them. Send your entire team and increase the potential success of your next challenge!



Please visit our website:

www.strategyinstitute.com

DAY 1

Wednesday October 21st, 2009

7:45 AM Registration Opens & Continental Breakfast

8:30 AM Opening Comments From The Chairperson

8:45 AM **Green IT: Opportunities to Lower Costs, Mitigate Risks and Drive Efficiencies**

The digital era has led to a growing and insatiable demand for computing and storage capabilities. As organizations scramble to meet the need for faster and more complex data processing, there are advantages to going “green.”

- Definition of green IT now and in the future
- Research and data on IT energy consumption
- Opportunities to drive organizational value

Be clear on why and how your organization can benefit from green IT.



Doug Washburn,
Analyst, Infrastructure & Operations,
Forrester Research

9:30 AM **CASE STUDY Burt's Bees** **Virtualization Technologies to Save Money, Enable Growth and Reduce Environmental Impact**

A leading natural personal care products brand has a comprehensive commitment to the environment, which includes Green IT. Hear the success story of how the organization reduced waste and carbon emissions.

- Gains from virtualization of servers, storage and desktop computing
- Practical information to identify and quantify your opportunities
- Advice on sorting through ambiguous and greenwashing claims
- Engaging and catalyzing the business on a sustainable journey

Get inspired and take away insights to transform your organization's IT, top to bottom.



Ted Hein,
Director of Information Services,
Burt's Bees (NC)

10:15 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees. Secure new business contacts and talk about the latest developments in Green IT.

10:45 AM **CASE STUDY Hospital for Sick Children** **Going Digital: Electronic Records to Boost Efficiency, Security and Cost Savings**

While a paperless workplace is not yet a reality, there are benefits to going digital. Hear how one healthcare leader is integrating electronic documentation into its existing information systems.

- Improve data transfer, approval and storage
- Reduce environmental impact and realize cost savings
- Features and tools for electronic documentation

Explore how going paperless can improve your efficiency while cutting costs.



Peter Parsan,
Director, IS Project Management Office,
The Hospital for Sick Children

11:30 AM **Keynote Address** **The Role of IT in Tackling Climate Change and Measuring Green Performance**

Information and Communication Technology (ICT) is both a problem and a potential solution in the war against climate change. For example, computers are currently responsible for more greenhouse emissions than airlines. But if carbon and energy is considered “invisible”, how can that impact on the environment be measured?

- Challenge in carbon data capture and measurement
- Hardware and software solutions to enable eco-footprint analysis
- Identify ways to make a difference through IT

Engage your organization and employees in combating climate change through IT best practices.



Dr. Ron Dembo,
Founder & CEO,
Zerofootprint

About This Conference: Poised to be a leading event in Canada, Green IT Summit brings together thought leaders from across North America to discuss how organizations can cut their energy costs, reduce their emissions and improve IT efficiency.

This prestigious summit is designed for corporate and public sector IT directors, CIOs, sustainability directors and more, to build knowledge and enhance decision-making. In an exclusive setting, senior leaders connect with their peers and enjoy the opportunity to exchange ideas, best practices and insights.

About Strategy Institute: Strategy Institute is proud to be a facilitator of information sharing for the public and private sector for over 15 years. We strive to strengthen the foundation of Canada's economy through conferences such as “IT Security,” “Mobile and Wireless Healthcare Technology,” “Mutual Fund Technology Strategies,” and more. One of our higher purposes is to provide decision-makers with the knowledge and tools they need to ensure greater organizational performance, efficiency and to reach their sustainability objectives.



To register call: 1-866-298-9343 • E-mail: registrations@strategyinstitute.com

12:15 PM **Exhibition Area – Networking Luncheon**
Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM **CASE STUDY** **Rogers Communications**
New Paperless On-Boarding: Green Solution
Increases Efficiencies

This national communication company's new on-boarding program gives employees the tools and resources they need to be productive on their first day of work. Moving to a paperless 'Offer Acceptance' process saves 27,000 lbs of paper annually – which is good news for the environment, our people and the company's bottom line. By leveraging IT security software, typical system constraints are eliminated, which improve lead times for the provisioning process. A collaborative initiative between Human Resources and IT, the new model provides a single, streamlined, cross-enterprise business process for hiring managers across the organization and offers practical value to the company. Learn how it:

- Improves employee retention by creating a positive new hire experience
- Provides a consistent, scripted business process for a wide range of business units and departments across the country
- Simplifies on-boarding and eliminates manual monitoring of provisioning process
- Reduces risk, improves compliance, simplifies audit process

Learn how to unify the HR business and the IT provisioning processes to benefit your organization and the environment.



Paul Hamilton,
*Director, Talent Strategy &
National Programs,*
Rogers Communications Inc.

Jay O'Donnell,
President & CEO,
N8 Identity

2:15 PM **Panel**
Demystifying Cloud Computing: Pros, Cons,
Realities and Risks

This cutting-edge concept is receiving praise as the next great revolution within the IT industry. Many are already incorporating cloud computing to their IT strategies – find out if it could be the right fit for you.

- Understand the potential and risks, plus services available
- Determine the affects on applications and business processes
- See real-life examples of cloud computing at work

Navigate the hype surrounding cloud computing so you can make an informed decision.

3:00 PM **Mid-Afternoon Networking Break**
Enjoy light refreshments and continue the discussion on Green IT with your peers.

3:30 PM **E-Cycling and E-Waste: Disposing**
End-of-Life Electronics Responsibly to Reduce
Environmental Impact

The use of electronic equipment has grown significantly, and with that the need for environmentally friendly ways to dispose them. Hear how organizations can responsibly deal with their obsolete, broken or unwanted electronics.

- Waste Electrical and Electronic Equipment (WEEE) Program Plan under the Waste Diversion Act
- Mandate and action plan for WEEE
- Key stakeholders and respective roles for success

Learn how your organization and the environment can benefit from e-waste management.



Carol Hochu,
Executive Director,
Ontario Electronic Stewardship (OES)

4:15 PM **Panel**
The Emergence of the Chief Green Officer and
Chief Sustainability Officer

Green initiatives are now a C-level concern, evident by the emergence of the Chief Green Officers and Chief Sustainability Officers. Hear how corporate sustainable practices are being developed, and how IT aligns with them.

- Explore corporate vision, strategy and capacity
- Define accountability and structure
- Embedding across business units and departments

Better understand how IT aligns with corporate sustainability programs.



Tania Carnegie,
*National Director of
Community Leadership,*
KPMG



Robert Waite,
*SVP, Corporate
Social Responsibility,*
Canada Post



Barbara Turley-McIntyre,
Director of Sustainability and Corporate Citizenship,
The Co-Operators Group

5:00 PM **Conference Adjourns to Day 2**

Evening Social Activity

Network with industry leaders and stakeholders while enjoying some of the best Toronto has to offer. Start by joining fellow delegates and speakers for complimentary appetizers at our "exclusive" end-of-day gathering. Meet in the hotel lounge.*



DAY 2

| Thursday October 22nd, 2009

8:00 AM Registration Opens & Continental Breakfast

8:30 AM Opening Comments From The Chairperson

8:45 AM Special Address

Seizing the Opportunity for Green Leadership through IT Innovations



Bob Culver,
SVP, Data Center Management,
Wells Fargo (AZ)

9:30 AM CASE STUDY

Implementing Virtualization to Reduce Costs and Carbon Footprint While Improving Efficiency

When one higher education facility reached its maximum power capacity, it quickly sprang into action. Hear how server and storage virtualization was adopted and implemented.

- Strategy and game plan to address power shortage
- Lessons learned and tips for success
- Savings realized and efficiency improvements

Better anticipate and manage the challenges with virtualization to maximize your success.



Rich Avila,
Director, Server Operations & System Support,
California State University East Bay

10:15 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees. Share your vision and ideas for Green IT.

10:45 AM Strategic Considerations in IT and Finance in a Carbon Constrained Economy

With the upcoming legislation on a national cap and trade program, businesses today need to be strategic in their thinking. A key driver for success lies in the alignment between IT and finance. With the cost-cutting, risk management and sustainability potential of Green IT, a convergence is needed!

- Role of IT and finance in sustainability
- Criteria for a Green RFP in technology procurement
- Calculate the sustainable total cost of ownership

Source strategies to help your organization achieve the triple bottom line.



Jean-Jerome Baudry,
Founder & Secretary-General,
Think Green Alliance

11:30 AM ^{Public Sector} CASE STUDY Kootenay, BC Aligning Your Municipality/Regional District's IT Division with a Green Corporate Mandate and Realize Cost Savings

The Regional District of Central Kootenay demonstrated electrical energy savings by retiring older conventional servers and implementing Blade servers running in a virtualized environment. Hear how the organization was able to meet server hardware upgrade requirements and carbon neutrality commitments.

- Tips and lessons learned in working with the local power utility and accessing rebates
- Tools to calculate savings
- Show leadership by aligning the IT Division with the Green corporate policy

Learn how you can work with your local power utility and hardware vendors to maximize savings and demonstrate IT's alignment with corporate green mandate.

David Oosthuizen,
Supervisor of Information Technology Services,
Regional District of Central Kootenay

12:15 PM Exhibition Area – Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM ^{Public Sector} CASE STUDY Government of Ontario Enterprise Video Conferencing: Better Manage Costs, Reduce Environmental Footprint and Improve Productivity

Videoconferencing (VC) has become a viable alternative to many other meeting types, particularly during tight budget times. With some innovative thinking, hear how the Government of Ontario is developing a wide VC offering across a large and remote geography.

- Benefits to videoconferencing, including travel cost savings examples
- Features and tools for ease of scheduling
- Implementation cost structure, resources required and lessons learned to date

Explore how your organization can benefit and go about implementing enterprise VC.



Uwe Helmer,
Head, Service Management, I&IT Land & Resources Cluster,
Government of Ontario



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2:15 PM **Modernizing Your Data Centre to Improve Capacity and Efficiency**

Energy efficiency tactics can allow you to delay capital improvements to your data center. Join this session and learn techniques to squeeze all the potential from your existing equipment.

- Ensure your existing hardware reaches maximum efficiency
- Learn ways to improve your data center
- Develop a blueprint that works within your existing infrastructure

Take away insights to retrofit your data center to improve capacity and save costs.



Stephen Walker,
Director of IT Infrastructure,
Toronto Hydro-Electric System

3:00 PM **Mid-Afternoon Break**

Enjoy light refreshments and continue the discussion on Green IT with your peers.

3:30 PM **IT Energy Conservation: Approaches and Tips to Reduce Costs and Energy Use**

Wasted electricity is a cost not only to an organization, but also the planet. Join the session to how you can overcome barriers to Green IT adoption and get power smart.

- Data on savings available through energy saving practices
- Energy saving power bars to control plug load
- Benefits from thin computing and virtualization

Ensure you are maximizing opportunities to reduce energy consumption and save costs.



David Rogers,
IT Advisor Power Smart,
BC Hydro

4:15 PM **Conference Adjourns**

OUR VENUE:

Four Points by Sheraton Toronto Airport



Four Points by Sheraton Toronto Airport is located nearby Toronto's Pearson Airport Terminal 3. With a free airport shuttle, newly renovated bedrooms including the Four Comfort Bed, and free high-speed wireless internet access, this is a convenient location for both travelers and locals. Local conference attendees can avoid the bumper-to-bumper grind of downtown with this chosen prime airport location having easy access to all major highways (427, 401, 409, and 407) and daily free parking.

Call Four Points Sheraton Toronto Airport by September 6th to receive our conference rate of \$125/night.



① The entire conference will take place inside the Four Points hotel. You will be just steps away from all the sessions and networking action!

② Specially arranged SOCIAL ACTIVITY evening to facilitate peer-to-peer interaction and networking will be taking place in the hotel.

③ Save \$50.00 per night! With the special room block, mention "Strategy Institute" and you will pay only \$125/night for a standard room in this luxurious hotel.

④ Bring your spouse and enjoy a mini vacation while attending the conference.

Four Points by Sheraton Toronto Airport

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