

**certero**<sup>®</sup>  
for certain for sure



**Hull**  
City Council



Hull City Council saves 390 tons of CO<sub>2</sub> annually by powering down PCs when not in use.

By implementing Powerstudio<sup>®</sup>, another Local Government organisation significantly reduces their carbon footprint and operational costs, realising a Return on Investment in just 5 months.

### Customer Profile

With almost 250,000 residents and a student population of 16,000, Hull is a magnificent waterfront city that boasts a relaxing atmosphere and a mix of culture, shopping and nightlife, making Hull a great place to live, learn, work or visit.

Located on the bank of the River Humber, Hull is a vibrant European city and cultural centre as well as being the capital of the Humber ports - the UK's leading foreign trading ports.



### Challenge

Hull City Council has over 5,000 computers across more than 200 sites. There was no guaranteed method available to them to ensure that power management of their PCs could be managed effectively to meet their objectives of reducing energy consumption.

Hull City Council needed to help meet the Government targets for reducing Carbon Dioxide as well as drive financial efficiencies that contribute to the bottom line. Ensuring that their PCs would be only using the energy they really need to be using to be operational, was a clearly effective and financially attractive step to take.

The solution would need to be able to:

- Switch off PC's when not in use, with the ability to monitor and measure savings without negative impact on productivity.
- Automatically configure power settings on PCs
- Provide critical upgrades and patchings out of core business hours whilst the PCs are switched off
- Meet the needs of the business and organisational policies, accommodating different work patterns and behaviour with no negative impact on productivity.



## The Solution

Hull City Council took advantage of the free 30 day evaluation of PowerStudio<sup>®</sup>. With the help of Certero, this enabled the Council to capture current usage information of their PC's. Once complete, this information enabled informed power saving policies to be created and deployed, and new usage information was then collected.

By comparing both sets of information it was easy to see the savings being made. Not only did this provide confidence in the ability of PowerStudio<sup>®</sup> to achieve savings without disrupting operations, it also provided the evidence needed to justify such a solution on a business level.

PowerStudio<sup>®</sup> solution enabled:

- Central implementation and Training provided in one day
- Ability to centrally administrate power saving
- Ability to create automatic policies that flex with user's usage and the organisations policies
- Maintenance to be accommodated via scheduling a window to wake up PCs, complete the task and then power down
- No disruption to user productivity due to intelligent software that knows when PC is in use
- Accommodation of different behaviours by different departments
- Comprehensive reporting to monitor progress, measure effectiveness and quantify savings

## The Benefits

- Reduction in the number of PCs being left on out of business hours from 25% to just 6%
- Average electricity cost of a PC reduced by £11 pa
- Carbon footprint reduction per PC of 78kg pa
- With a quantity of 5,000 PCs that's a saving of 390 tons of CO2 pa, which equates to:
- 162 average cars being taken off the road (based on 10,000 miles pa)
- 101 return flights from London to New York
- 26 million kettles being boiled

## What the Customer Says

Steve Moffat, Principal Strategy Infrastructure Officer, said; "The need to power down computers was a new area for us. It was no longer just about financial savings but we now had to look seriously at ways our organisation could reduce our carbon emissions. PowerStudio<sup>®</sup> is an extremely reliable product that basically 'does what it says on the tin'. It is a nice easy product to use and our support staff got up to speed quickly with the management interface.

"Initially our main focus was on getting the computers powered down out of hours. We know there are more functions on PowerStudio<sup>®</sup> such as providing us with an opportunity to engage with our people by providing feedback information to users on how well they are doing in saving the energy and the environment; we are looking forward to using them soon. Our first aim was to provide a solution that gave us the flexibility to meet the demand of individual work patterns, capable of hibernating whilst maintaining the ability to remotely wake up the PCs as and when necessary when performing out-of-hours updates and maintenance. This all worked with PowerStudio<sup>®</sup> from day one with the added benefits of powering up more quickly in the morning."



Certero Products are Compatible with Windows<sup>®</sup> 7 and have been tested to meet all of the technical requirements to be Compatible with Windows<sup>®</sup> 7.



## About Certero

Certero is a specialist software vendor of Software Asset Management and PC Power Management solutions. Headquartered in the UK with offices in Australia and South Africa Certero delivers innovative solutions to help organisations remove complex processes to drive efficiencies in their IT investments.

Certero customers are drawn from across the public and private sector and our solutions have enabled organisations to cut CO2 emissions and save thousands on licensing expenditure

### For information

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