



The Wainhouse Research Bulletin

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Green News in Brief Alan Greenberg, agreenberg@wainhouse.com
Automatic Carbon Reduction Tracking

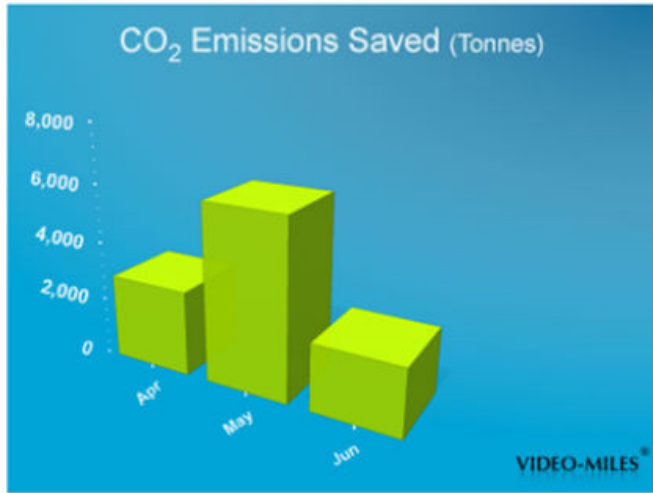
It was only a matter of time before someone produced a software utility to track carbon dioxide (CO₂) emissions, and WR recently had a chance to see a demonstration of The Visual Environment, Ltd's *Video-Miles*. While conferencing and collaboration have long been touted for reducing travel and improving productivity, the interest in finding ways to quantify the environmental impact of our industry's technologies has rapidly begun to increase. Beginning with TANDBERG's July launch of its Green Initiative and companies like Genesys, Arkadin, iLinc and SPL announcing green officers, calculators, and/or initiatives, vendors and service providers are jumping on the bandwagon of the environmental cause.

Two UK-based videoconferencing industry veterans, Patrick Hodgson and Calum Miller, have produced a hosted software service that monitors and analyzes number of meetings,

carbon saved, "video miles travelled," hours of usage, and man-hours saved. Interfacing to all of the major videoconferencing management software packages (GMS & ReadManager, TMS, Lifesize Control, RADVISION Iview) as well as gatekeepers like ECS, Video-Miles captures data from the management software server and delivers it via HTTP/HTTPS. It then automatically produces graphical reports that can be factored into efforts to reduce one's organization's carbon footprint, or to identify locations that might require additional efforts (policies, mandates, quality-of-experience improvements) to improve carbon savings.

Video-Miles is being marketed as a network management tool for IT people plus a tool for financial analysts and green offices. The company especially hopes resellers and service providers find it useful for account management purposes, helping them drive adoption or troubleshoot usage issues. Pricing is expected to run in the £25 to £35 (\$50 to \$70 USD) per endpoint per month.

The Visual Environment & Company Name vs. CO₂ emissions



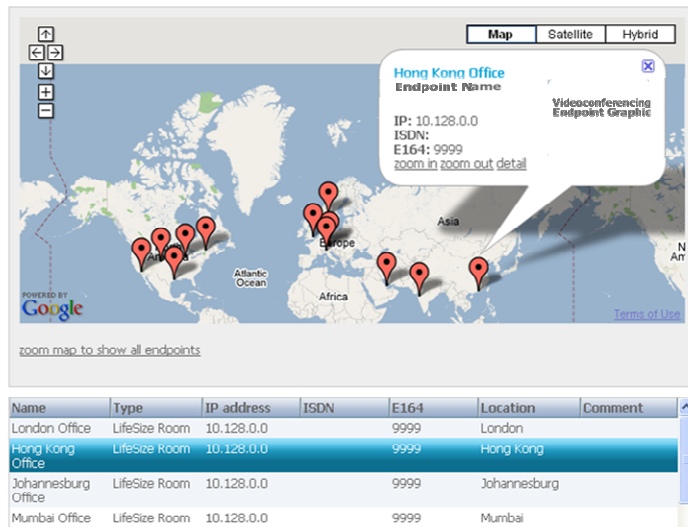
Summary: 2nd Quarter 2007

- Total number of calls: 886
- Total Video-Miles accrued: 31,058,558
- Total carbon saved (tonnes): 11,181
- Travel cost saved: £4,301,924
- Registered endpoints: 16

period: [7d](#) [Q1](#) [Q2](#) [Q3](#) [Q4](#) [YTD](#)

Last update:
Last recorded call: 30 Jul 2007 21:20:00

Endpoints: A Leading U.K. Bank



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