



# Verizon Conferencing Helps EDS Achieve Carbon Reduction Targets

When EDS Australia began its “Greening of EDS” initiative, it was looking for ways to reduce its carbon footprint. With employee travel contributing 13% of its total carbon emissions in Australia and New Zealand, EDS turned to Verizon Business for a video conferencing solution to reduce travel and help meet its carbon reduction targets by 2010.

## Company Background

EDS, an HP company, is a major player in the information technology services market, having founded the Information Technology (IT) outsourcing industry more than 45 years ago. It offers a full portfolio of services in IT from business process outsourcing through to systems transformation.

EDS has realigned its business into four industry groups and is now targeting growth in financial services; communications, media and entertainment; government and defence; and commercial markets such as manufacturing and energy. EDS Australia employs more than 7,000 people in 12 offices across Australia and New Zealand.

## Key Business Challenge

EDS has historically been a large consumer of electricity primarily due to its five data centres in Australia. However, travel of its executives and staff to fulfill the company’s role as a service provider is the second largest contributor to its carbon footprint.

With global warming a growing concern, EDS Australia spearheaded an ambitious program in 2007 to cut the company’s CO<sub>2</sub> emissions by 25% by 2010. The company began its ‘Greening of EDS’ initiative by taking an inventory of its emissions in areas such as travel, technology and power use, then analysed where it could realise savings. It found that approximately 13% of carbon emissions across Australia and New Zealand were caused by staff travel that included domestic and international flights, taxis, rental and lease vehicles.

The company identified three key areas to reduce its energy consumption. These were:

- to introduce mechanisms to make company processes more efficient;
- to change its corporate culture to develop environmentally responsible employee behaviour; and
- to extend the benefits of these environmental initiatives to its clients as part of its service offering.

EDS recognised that it would need to influence employee behavioural considerations with regards to travel if it was to advance its carbon-saving targets. “We started to think about ways we could reduce the amount of emissions we expended on travel and part of that was to develop mechanisms whereby we could still communicate as a national and international team without having to all be in the same place,” says Halah Issa, Australia & New Zealand Strategy & Planning Manager for EDS.

## EDS, an HP company

*Australia*

### Challenge

- Reduce carbon footprint to help achieve ‘Greening of EDS’ objectives of 25% reduction by 2010
- Change the corporate culture to develop environmentally responsible employee behaviour
- Introduce mechanisms to make company processes more efficient

### Solution

- Verizon Private IP
- Verizon Video Conferencing and Audio Conferencing services

### Business Value

- **Communicate.** Communicate better as a national and international team without having to all be in the same place
- **Connect.** Dedicated video conferencing bandwidth that delivers a high quality, secure and reliable meeting experience
- **Collaborate.** Executives can interact further by sharing documents over the high-speed integrated Verizon Private IP network



EDS singled out video conferencing as the best way to reach its goal. A predicament was that while it already had existing video conferencing facilities, these were rarely used, partly because the audio and visual quality was poor and the system difficult to work with.

The company wanted to replace this system with high quality equipment. However, in replacing its video conferencing system, EDS wanted to engage a provider that had both the flexibility to work with other suppliers and the expertise to develop a fully managed network solution that could support innovative applications and collaboration methods.

### **The Solution**

After investigating numerous video conferencing providers, EDS selected Verizon Video Conferencing service running over a Verizon Private IP network. Verizon Private IP provided EDS with a managed, dedicated, and highly secure network connecting its primary locations in Australia and New Zealand, with scalability to add further sites. The solution uses any-to-any network transmission that can satisfy the need for future expansion, flexibility and application performance.

Being vendor-neutral, Verizon Business was able to work easily with EDS's choice of technology and existing equipment partners, installing high definition video to LCD screens and supplying the network and routers, as well as a helpdesk for EDS staff to use.

The solution equips EDS with dedicated video conferencing bandwidth that delivers a high quality, secure and reliable meeting experience. Importantly, the solution offers a simple user interface and fast, on-hand support 24 hours a day to assist staff should any difficulties arise.

**“The video conferencing system is as easy to use as a mobile phone.”**

**HALAH ISSA, ANZ STRATEGY & PLANNING MANAGER, EDS**

“The video conferencing system is as easy to use as a mobile phone. Some of it is sensor-activated; using a remote control, staff can scroll through an address book to dial a number,” says Issa.

That ease-of-use has promoted rapid adoption of the system. EDS executives can now quickly and easily connect up to four linked sites point-to-point via a Verizon bridging service, or add more remote sites via a video bridging service, either through the Verizon Private IP network or the public Internet. Non-IP calls can also join the IP-originated video conference.

In addition, the solution enables executives to interact further by sharing documents over the high-speed, integrated IP network. The Verizon Conferencing service is supplemented by audio conferencing as an alternative collaborative tool to replace in-person meetings for non-customer facing staff.

### **The Right System for the Job**

Verizon Business provided a complete end-to-end solution that has allowed EDS to enhance its communications capabilities across a range of geographically dispersed sites. The solution meets the highest standards of quality and is flexible. And the video bridging service equips EDS with an alternative way to extend its video conferencing connections beyond the networked sites.

The system is easy to operate, which fosters use and promotes a quicker return on investment. “We can link to extra sites or get support by calling the operator, and there is also the option to have the operator present during the meetings,” Issa said.

EDS was able to get the system it wanted because Verizon Business was willing to work with existing partners and manage the implementation process. “Instead of us having to liaise between the two providers, they took on the administration that would be required to do this as part of the whole service,” says Issa.



Following implementation, Verizon Business was on hand to help EDS conduct initial onsite training and resolve any teething problems.

Verizon Business offers an extensive global reach which EDS will be able to take advantage of in the future as requirements arise.

### Results and Next Steps

Since deploying Verizon Video Conferencing in June 2007, employees at EDS have made extensive use of the system. The sophisticated video conferencing technology has allowed executives to hold meetings with geographically dispersed colleagues or customers at short notice. With less time spent traveling to and from meetings, decision-making is faster and productivity higher. "Staff are using up less of their personal time in travel and that has improved their work/life balance," says Issa.

Some non customer-facing staff who were previously using audio conference calls about once a month to collaborate with colleagues interstate now use the video conferencing facilities. They have reported that the richer communications experience has generated closer working relationships and improved productivity. Overall, the video conferencing system has helped to advance the company's "Greening of EDS" targets.

If EDS reduces its overall travel by 25% by 2010 (excluding growth), its greenhouse gas emissions will be cut by approximately 2,000 tonnes a year. This in turn will further improve its corporate social responsibility standing. EDS is at the forefront in the region with some of their green initiatives and that has helped to raise the profile of the corporation.

### About Verizon Business

Verizon Business, a unit of Verizon Communications (NYSE: VZ), is a leading provider of advanced communications and information technology (IT) solutions to large-business and government customers worldwide. Combining unsurpassed global network reach with advanced communications, security, and other professional service capabilities, Verizon Business delivers innovative and seamless business solutions to customers around the world.

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