



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

LOCATION:
New York, NY, US

ORGANIZATION:
HSBC

YEAR:
2011

ORGANIZATION URL:
<http://www.hsbc.com/1/2/>

STATUS:
Laureate

PROJECT NAME:
Greening the World's Largest Bank

CATEGORY:
Environment

PROJECT OVERVIEW

HSBC is the world's local bank. Its commitment to sustainability means contributing to a stable economy while managing the social and environmental impacts of its global business. Headquartered in London, HSBC is one of the largest banking and financial services organizations in the world. HSBC's international network is comprised of 8,000 offices in 88 countries and territories. In 2009, as part of the global drive to reduce energy and carbon dioxide emissions across the business, HSBC set a target to power manage at least 70 percent of the organization's global PC estate by the end of the year. To achieve that goal, PC power management software NightWatchman from 1E was selected and deployed. In 2009, the total number of global PC shutdowns on weekdays and weekends achieved with NightWatchman was 9,346,534. This saved HSBC \$1,090,180 in energy costs, 201,885,139 hours of computing power, 7,267,865 kWh of energy and 3,125,182 kg of CO2 emissions from entering the atmosphere. By mid-2010, NightWatchman had been deployed across more than 300,000 PCs and laptops. HSBC was also faced with the gargantuan task of migrating to a new operating system (O/S). Deployment across large, distributed organizations can be a long, complex process and an expensive task. With the frequency and size of O/S and software updates increasing and with IT budgets constrained, the challenge becomes even more apparent. Acutely aware of potential pitfalls and challenges, the IT department at HSBC knew that they needed a solution to facilitate the rollout and management of their Common Windows Desktop (CWD) to every device inside HSBC. The team selected Nomad from 1E to extend the capabilities of HSBC's strategic desktop management solution. By leveraging Nomad, the HSBC IT team significantly reduced the costs and time involved in the Windows desktop rollout by enabling server consolidation and maximized HSBC's existing networks, avoiding costly network upgrades and the requirement for additional hardware. Today, Nomad reliably delivers software deployments and patch update distributions across more than 300,000 desktop and laptops organization-wide, using minimal amounts of bandwidth, while ensuring that other network traffic, like business applications or email, remains unaffected.



SOCIETAL BENEFITS

By deploying PC power management tools, HSBC has been able to eliminate 3,125,182 kg of CO2 emissions from entering the atmosphere annually, significantly reducing HSBC's global environmental impact.

PROJECT BENEFIT EXAMPLE

"The ongoing deployment of NightWatchman across HSBC's portfolio is positively supporting the bank's energy and carbon dioxide reduction targets as well as reducing our cost base associated with the procurement of energy and subsequent carbon credits." – Gary M. Phillips, Global Head of IT Operations, HSBC -- Deploying NightWatchman has also helped us to raise awareness of the issue of power consumption by unused equipment. Whilst the savings inside the office have been measurable, we are convinced that our staff has taken this knowledge into their home lives too." – Gary M. Phillips, Global Head of IT Operations, HSBC

IS THIS PROJECT AN INNOVATION, BEST PRACTICE?

Yes