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DIODES
INCORPORATED



Diodes Incorporated builds on already strong Green initiatives

With PowerStudio™, Diodes Incorporated reduce energy consumption of PCs by ensuring machines are consistently powered down when not in use, making real financial and Carbon savings.

certero
PowerStudio™
Energy Optimisation Suite

Customer Profile

Diodes Incorporated is a global manufacturer and supplier of high-quality, application-specific products within the semiconductor markets. The company works with the consumer electronics, computing, communications, industrial and automotive markets on a global level.

In 2008, Diodes Incorporated won the Environmental Award at the Elektra Awards, which demonstrates how its products, manufacturing process and commercial practices help reduce the impact on the environment. "We are committed to minimising our carbon footprint and understand that, as an international organisation, we use vast amounts of electricity to run our PCs. A reduction in our IT power consumption can help us become even greener," says Paul Baxendale, Diodes' IT Group Manager for Communications across UK and Europe.

The Challenge

Diodes Incorporated recognised the advantages of centrally managing their PC's energy consumption and automatically powering down PCs when not in use, but wanted to ensure that the introduction of such a solution would have the desired results and not cause unnecessary disruption to either the user community or the ability of IT to manage the network effectively.

Did you know?

Carbon Dioxide Emissions (Greenhouse Gas)

In the UK, 1 kWh produces 0.51 Kg of carbon dioxide; this takes into account the different ways in which electricity is generated (15% is generated without producing any carbon dioxide). According to the Department for Transport figures from 2007, the average car in the UK produces 2.4 tonnes of carbon dioxide per year.

So, taking the example above, leaving your PC on continuously will use 963 kWh * 0.51kg = 491 kg of CO₂ per year. On a large estate of 5,000 PCs this would equate to 2,455,000 kg of CO₂ per year. By implementing power saving features on these machines so they are powered down outside of working hours, we could hope to bring this down to 818,550 kg of CO₂. That's a saving of 1,636,450 kg of CO₂ per year, the equivalent of taking 682 cars off the roads per year.

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CITRIX
PARTNER
Silver Solution
Advisor

SOPHOS
Silver Partner

Member of
FAST
Promoting the legal
use of software

vmware
PARTNER
PROFESSIONAL

The Solution

With the knowledge that Certero's products could deliver, Diodes Incorporated trialled PowerStudio™ for eight weeks across a subset of PCs, which ran in audit mode to allow Diodes to collate and monitor the savings made. "We needed policies and simulation runs to be reliable and match our needs without having an impact upon the user experience – it's all about creating a sweet spot. For example, we initially set non-intrusive rules like automatically turning PCs off at night."

Baxendale continues, "Once out of beta, and we were happy that our set policies delivered results and did not impede our users, we used the software delivery function of AssetStudio™ to roll out PowerStudio™ across 350 PCs in the UK. Using PowerStudio™, we were able to work with individual groups in the organisation to assess how they used their PCs and create specific policies that would suit their working style and not impact their daily routine."



Electrifying results

certero **PowerStudio™** application helps Diodes to measure power utilisation of its PC users. From implementation and policy setting, PowerStudio™ has shown how power usage levels have dramatically decreased, improving carbon emissions for green computing targets.

"Thanks to PowerStudio™, we have reduced our power usage without affecting our users and their productivity. We've set numerous profiles in place but the biggest individual power saving policy for us is one that automatically turns all PCs off overnight," explains Baxendale.

PC users at Diodes Incorporated are encouraged to contribute to the company's green agenda and reduce their individual carbon footprint through a point scoring system within PowerStudio™, which awards and deducts points depending on each person's habits.

Looking to the future

Paul Baxendale, Diodes' IT Group Manager for Communication across UK and Europe says, "We have been very impressed with Certero."

"We look forward to working together in the future as Certero continues to expand its asset management offering," concludes Baxendale.



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



About Certero

Certero helps companies achieve the best value from their IT investment and eliminate wasted spend on IT business assets. With public and private sector experience, Certero is the only independent software vendor of IT asset management and power management solutions in the UK.

Customers include Linpac, Diodes, Crown Paints, Warburtons, Nice-Pak, Gentoo Group, CoFunds, Swinton Insurance, Royal Air Force, Bradford MDC, Hull City Council, Carmarthenshire County Council, Xentrall Shared Service, Wiltshire NHS, Manchester NHS, Barnsley NHS, Epsom & St Helier University Hospitals, Birmingham Childrens Hospitals, North Mersey HIS NHS, University of Greenwich.

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