

Print Solutions

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AWARD-WINNING COVERAGE OF THE PRINTING INDUSTRY

Big Mistakes, Bigger Lessons

Even the best distributors
make business blunders.

Successful leaders dwell
on the lesson, not the loss.



OOPS

Is Cloud Computing On Your Horizon?

Positioning new technology as the greener choice

BY REBECCA TRELA

The thing that everyone forgets about printing and communications, says Meta Brophy, director of publishing operations at Consumer's Union, New York City, is that it's a data-driven business, and that data has to be powered by something. Many end users think that paper is the villain of the print industry, but it's a recyclable and renewable resource—

and has been since before it was eco-chic. Instead, electronic devices are the hidden energy hog of the business.

Print and electronic data are inextricably linked, although this isn't immediately apparent for many buyers. All communications have an electronic component—from ripping a VDP job to soft-proofing a business card. Even without the tremendous

draw of printing equipment, enterprise IT can consume about 40 percent of a company's total energy, some IT professionals say.

As the electronic aspects of the printing industry grow in importance and number, sellers have an opportunity to position their companies as greener than the competition and ahead of the pack. One of the easiest ways to do this is by virtualizing some or all of your business practices, through cloud computing or gridsharing. In fact, you may already be doing this and not even know it.

HIDDEN E-CARBON FOOTPRINTS

“According to information recently released by Apple, the lifecycle carbon footprint of an iPhone is responsible for the emission of 121 pounds of CO₂-equivalent green house gas emissions over the course of a three-year expected lifetime of use, the same amount produced by 12 100-watt light bulbs glowing for 691 hours, or a car engine burning 603 gallons of gasoline. Though it is not a direct comparison, it is interesting to note that Discover magazine estimates the lifecycle carbon footprint of each copy of its publication is responsible for 2.1 pounds of carbon dioxide emissions, the same amount produced by 12 100-watt light bulbs glowing for an hour, or a car engine burning 14 ounces of gasoline.”



Don Carli
Institute for Sustainable Communication

Source: sustainablecommunication.org

The Next Big Thing

If you've used software as a service, or have outsourced basic business practices or data storage over the internet, you've begun to dip your toe in the waters of cloud computing and its more complex counterpart, gridsharing.

This approach allows users to access computational power and storage space from third-party vendors online, which is the “cloud.” It's a scalable technology, meaning it encompasses both very simple applications such as Salesforce.com, PayPal and data storage and very complex ones like BitTorrent and Skype.

Many gravitate to this approach because it's a good way to save money on capital investments. But it's also a green approach, because it centralizes the energy needed to process data.

Slava Apel, CEO of Amazing Print Corp., Ontario, Canada, admits he's always been curious about new technology. But he first became interested in the virtualization process as an organizational time-saver. ↘

