

IBM Retail Green Initiative

To create a sustainable environment for their people and their planet, retailers must take responsibility for being green while staying in the black.

The IBM Retail Green Initiative helps retailers meet their environmental requirements and deliver a positive impact on their bottom line.

IBM product manufacturing processes utilize environmentally preferred materials and finishes as well incorporating recycled plastics. This reduces the use of harmful materials, and yields products that are RoHS compliant.

And when a product does reach end-of-life, IBM offers Asset Recovery Solutions to help customers with end-of-life management, including hazard free disposal where components are carefully separated and properly recycled.

Forward thinking product stewardship by IBM means retailers can save green, while being green. IBM systems

are retail hardened and are designed with common building blocks to be upgradeable and reusable – all to provide an extended life cycle.

IBM Retail Store Solutions continue to improve upon energy efficiency, saving money for business owners and conserving natural resources.

For example: a retailer with 5000 terminals considering replacement with new terminals operating 33% more energy efficient could see annual energy costs for POS terminals alone reduced by \$131,000 per year. Over the average 7 year lifetime of the POS, that means nearly a \$1million savings.

Leveraging remote management capabilities built into every IBM retail system, such as “power-off automation,” helps reduce energy consumption and lowers costs. A retail operation with 1200 POS terminals may save as much as \$50,000 per year.