GUIDANCE SOLUTIONS INC.

Environmental pledge sends company to energy-efficient
HP Compaq dc7800 Convertible Minitower

"We started looking for technologies more in line with our Guidance Green philosophy. The HP Compaq dc7800 Convertible Minitower is ENERGY STAR® qualified and it's fast, quiet, powerful, reliable and lightweight."
—Jon Provisor, chief technology officer and co-owner, Guidance Solutions Inc., Marina del Rey, Calif.

HP customer case study: Guidance shrinks carbon footprint with HP Compaq Convertible Minitower PC, HP Servers

Industry: eCommerce and website development

HP recommends Windows Vista® Business

Objective:
Operate carbon neutral business

Approach:
Launch Guidance Green initiative including deployment of energy-efficient HP Compaq Business Desktop PCs and HP ProLiant Servers

IT improvements:
- ENERGY STAR®-qualified desktop PCs lower power consumption
- Power efficiency generates less heat and lowers cooling requirements
- PC speed, power and reliability increase developer productivity
- HP ProLiant Servers combine power and energy efficiency

Business benefits:
- Guidance meets its environmental goals for carbon neutrality
- More-productive developers generate more customer solutions
- Company doubles in size without proportionately increasing energy bills
- Cradle-to-grave lifecycle management raises efficiency, lowers costs

On its website, Guidance Solutions Inc. has posted a curious document. Designed to look like the U.S. Declaration of Independence—handwritten on an antique scroll—the document is Guidance's own declaration: a commitment to environmental responsibility. That pledge led the company to leave a 10-year relationship with another vendor in favor of energy-efficient HP ProLiant Servers and the HP Compaq dc7800 Business Desktop PC. The results include not only fulfillment of the company's environmental vision, but also happier employees and a more productive workplace.

"We chose HP because we wanted computers that were energy-efficiency rated," says Jon Provisor, chief technology officer and Guidance co-owner. "It turns out that in addition, our application developers enjoy the speed, power and reliability of the HP tools, which

Primary applications
eCommerce and website development, hosting and maintenance; general business operations (finance, marketing, HR)

Primary hardware
• HP Compaq dc7800 Business Desktop PC
• HP LP1965 19-inch LCD Monitor
• HP L2045w Widescreen LCD Monitor
• HP ProLiant DL360 Server G5
• HP ProLiant DL380 Server G5
• HP ProLiant ML370 Server

Primary software
• VMware

HP Services
• HP Care Pack three-year, four-hour, 24x7 Onsite Desktop HW Support

HP recommends Windows Vista® Business

ultimately enable them to code in a more efficient and stable environment."

Guidance goes carbon neutral

Guidance, based in Marina del Rey, Calif., designs, builds and maintains eCommerce websites for online and multi-channel retailers. Provisor was responding to a Request for Proposal (RFP) one day when his attention was drawn to a description of the customer's environmental program. He thought: Why not here? In March 2007, he headed up an internal committee called Guidance Green, which aimed to make Guidance carbon neutral by 2009. The company reached that goal 18 months early. "We recycle, reuse, reduce energy consumption and cut paper waste with duplex printing," Provisor says. "We measure our carbon footprint in every way—heating bills, electrical bills, commute miles, airline travel, refrigeration—and plot it on a spreadsheet. Whatever is left after our conservation efforts, we offset by purchasing renewable energy credits. We also encourage our vendors to be more environmentally responsible."

"It was HP's energy-efficiency ratings—that's what drove us to make the change. Guidance is committed to being a carbon-neutral company."
Jon Provisor, chief technology officer and co-owner, Guidance Solutions Inc.

On the Guidance website (www.guidance.com), readers may find the "Guidance Green Toolkit" and

"10 Tips" on how to run an environmentally aware organization. These documents present concise steps that progress from assembling an environmental task force to engaging with business partners. Guidance came to HP through CDW, a leading provider of technology solutions for business, government and education. Provisor also researched the HP website. Today the company outfits its employees—application developers, graphic designers, information architects, project managers, administrators and assistants—with HP Compaq dc7800 Convertible Minitower PCs with dual monitors. The HP LP1965 19-inch LCD Monitor gives Guidance developers premier image presentation, enhanced connectivity, and flexible configurations for user comfort. Some of the company's 45 employees, such as graphic artists and the administrative staff, have HP Widescreen LCD Monitors. Guidance leases its HP solutions through a CDW affiliate and maintains them with HP Care Pack three-year, four-hour, 24x7 Onsite Desktop HW Support. "We try to keep our machines ready for anything," Provisor says. The PCs are so reliable, he adds, that to date Guidance has never had to call for support.

A powerful PC to protect the planet

The HP Compaq dc7800 Convertible Minitower PC is ENERGY STAR® qualified and available in EPEAT™ Gold listed configurations. Configured with the energy efficient Intel® Q35 Express Chipset, it supports Verdiem's SURVEYOR software solution for remote power management, and features a selection of power-
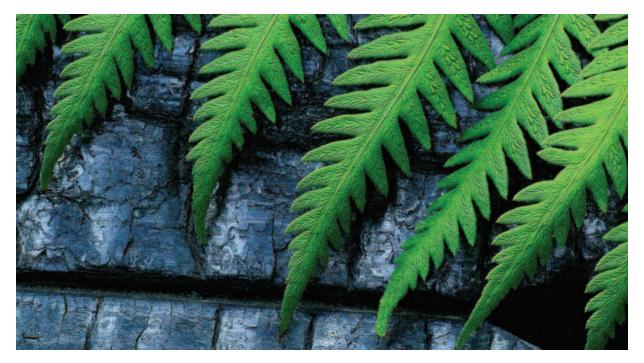
efficient processors in addition to a high-efficiency power supply. Lifecycle management features such as HP Client Configuration Manager and the no-cost HP Proactive Change Notification service enable more efficient planning, deployment and transition. Built-in security features, such as HP ProtectTools™ and standard Trusted Platform Module (TPM) 1.2 chip, provide robust identity, data and network protection. In performance, the device delivers power and speed with Intel® Core™ 2 Duo processors and Windows Vista® OS.

"What we like best is the overall speed and reliability," says Jon Larsen, vice president of IT at Guidance. "The developers—who are 75 percent of our company— rely on their machines to do their work, and have

found the HP Compaq dc7800 Convertible Minitower PC to be exceptionally reliable. They can depend on it to perform."

"The HP Compaq dc7800 Convertible Minitower PC is responsive, fast, quiet and powerful. Our developers enjoy a stable development environment, and they say HP's reliability helps them be more productive."
Jon Larsen, vice president of IT, Guidance Solutions Inc.

Guidance is gathering data to quantify improvements. Larsen sees a sharp reduction in help-desk calls reporting PC slowdowns or drive failures. When the company does its carbon footprint analysis in a few months, Larsen suspects that energy usage will prove to

be the same or less even though the company has grown from 25 to 45 employees in two years. "Our HP solutions have reduced our overall power consumption," he says. They generate less heat, and therefore reduce cooling requirements. They're lighter weight and use less material bulk in their construction."

Next steps: data center virtualization

Next steps for Guidance include an aggressive drive to reduce heating and cooling costs throughout the building. It also continues to expand its data center arsenal of HP ProLiant Servers, including the HP ProLiant DL360 Server G5; HP ProLiant DL380 Server G5; and HP ProLiant ML370 Server. It intends to virtualize its production servers as well as development servers, migrating from headquarters to a co-location facility. "One virtual server can have dozens of

websites versus just two or three," Larsen says, adding that HP's partnership with companies such as VMware Inc., a leading developer of virtualization software, supports robust, energy-efficient performance. "As we look to leverage this technology even more in the future, HP's solutions, technical expertise and partnerships with third-party vendors will help us maximize the effectiveness of our operations."

Provisor notes that HP's cradle-to-grave lifecycle commitment to its solutions helps maximize performance while lowering cost and environmental impact. "Our relationship with HP has been wonderful," he says. "The company is responsive and offers superb value. We look to HP as a leader in supporting both our performance goals and our environmental campaign."

HP recommends
Windows Vista®
Business

Contact the
HP Reference2Win
Program, 866-REF-3734
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To learn more, visit www.hp.com

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