



## Voice of the Customer Report

**Customer**  
*Cadbury*

**Vendor**

 Verdiem.

**Product**  
SURVEYOR 

**September 2009**



## The INI Group Voice of the Customer Reports

IT professionals find real value in the experiences of other customers in order to help inform their buying decisions. The Voice of the Customer (VoC) program is designed to provide insightful information for IT professionals to understand different products and services. The INI Group is a consulting firm with expertise in data storage, disaster recovery, data management, security and virtualization and we work closely with our customers to provide the VoC service.

### Background

The INI Group interviewed Wayne Shurts, chief information officer. This is how Wayne describes his role:

“I am the Chief Information Officer at Cadbury globally. I am responsible for everything IT including PCs, data management, systems architecture and very interested in our desktop environment and our sustainability commitments as a company.”

The following is an overview of the Cadbury's IT environment:

- Forty-five thousand employees in over sixty countries
- Seventeen thousand PC's

**INI Group:** Why did you decide to implement the Verdiem Surveyor?

**Wayne Shurts:** Mainly we were driven by the sustainability commitment that Cadbury has made publically and it's our Purple - purple is the Cadbury colors - but it's our Purple Goes Green initiative where we committed to doing a ten percent reduction in absolute carbon emissions, which we expect by 2011 with a target of a fifty percent reduction by 2020. As a company we are looking for ways to fulfill that commitment across all of our functions and Verdiem Surveyor product was an excellent opportunity for IT to contribute to that cause and to bring something to the party. Verdiem was great because of its ease of use for the end user and its transparency to the end user and what we really liked about Verdiem was Surveyor allowed us to measure and track our progress against our energy consumption and our carbon emissions, which is very important to tracking how we're doing with our Purple Goes Green initiative.

**INI Group:** Can you share with us the process you went through to decide on implementing the Verdiem Surveyor?

**Wayne Shurts:** I was at a CIO Magazine seminar. The chief executive of Verdiem was one of the speakers - so that is how I learned about Verdiem and then had several follow up calls and conversations with them and just got to know the product a lot better and brought our desktop people into the discussion and our broader IT staff. We did review a few other products but the thing that really stood out with Verdiem was its ease of implementation, its transparency to the user and your ability to measure your save and your progress against your goals.

**INI Group:** Can you expand on why Verdiem was the best fit for your company?

**Wayne Shurts:** We were looking for something that was going to be very easy to implement. We were not looking for a major project here at all. We have a pretty busy IT staff and a pretty busy agenda. As we learned more about it and saw how easy it was to install and to get right to use, that was very positive; also the transparency to the end user. The end user really doesn't know or isn't interrupted by any significant amount so it was very easy to implement from that standpoint. As more end users learn about what Verdiem is doing and how we are saving electricity and carbon emissions, they actually get more excited about it and are happy that it's on their PC.

**INI Group:** Did you consider any other solution and if yes, why did you decide on Verdiem?

**Wayne Shurts:** We did briefly consider some other products similar to Verdiem but again where Verdiem was very strong was its ease of implementation, the transparency to the user and your ability to measure your progress against your goals using Surveyor.

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**INI Group:** Can you tell us how the Verdiem Surveyor has improved on the overall economic effectiveness within your IT operations?

**Wayne Shurts:** To date we have implemented Verdiem on fifteen hundred PCs, very predominantly laptops, probably ninety-five percent plus laptops in North America. We've been running that for about three months and what we have seen is almost a thirty-one percent reduction in our electricity usage for those machines, which is fantastic. When we roll this out globally, that should be a very quick process because it's so easy to implement. We're going to see just about a one year pay back on our investment in the Verdiem software - which is a great return especially when we get all the sustainability advantages that go with it. We're seeing a thirty percent reduction in our energy bill. When we roll this out globally, we estimate that we will see in excess of two million pound reduction in greenhouse gases annually.

**INI Group:** Can you give us examples of how the Verdiem Surveyor provided real value to your company other than an economic effectiveness?

**Wayne Shurts:** The big story is the contribution that it's making to Cadbury's Purple Goes Green commitment to reduce our carbon emissions by fifty percent by the year 2020. When we take this to all of our PCs globally, we will reduce our carbon emissions by over two million pounds in greenhouse gases every year. It's a tremendous contribution and very easy to do, easy to do in terms of its ease of implementation, easy to do and it's a small capital expenditure that has a very quick payback and we're finding more and more as our colleagues understand what Verdiem is doing by just taking their PCs and putting them in a lower power state and the effect that that has on energy savings and carbon emissions. They are very positive and very excited to just be a part of that. It's been great as a internal morale booster, if you will, of an initiative that we can take on as a company to have a positive effect on our environment. You know, another thing I might point out is the Verdiem software. When people take their laptops home, the Verdiem software is still working. It's not saving Cadbury money because we're using their electricity but it is saving them money and it's saving carbon emissions to the environment so that's another neat by-product of using this. Cadbury is a company that is very serious about its environmental commitments. I think we attract people who are serious about it. It just contributes to that overall environmental awareness that everyone has and takes home with them.

**INI Group:** Can you give us any insights on the Verdiem Surveyor that would be useful for other IT professionals considering this solution?

**Wayne Shurts:** We ran a short pilot in North America and I would suggest that that's a very good thing to do. It allows you to work out any kinks in the implementation. It allows you to get your proper communications going to your end users, all of which are very small and it allows you to develop a more informed rollout strategy if you're going to do it globally. You know when I say quick, I mean, two or three months is what we ran it before we had all the information that we need and all the confidence that we needed and a few tweaks to our process that is now allowing us to go globally with it.

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**INI Group:** Both PCs and the data center are areas for IT to implement power management. Why was PC power management a priority for you?

**Wayne Shurts:** The PC end was something that we could very quickly and directly affect so we went right after it.

**INI Group:** What are the next steps using the Verdiem Surveyor?

**Wayne Shurts:** It is currently installed in fifteen hundred mainly laptops in North America and we are now pulling together a plan to roll this out before year's end to all seventeen thousand of our PCs globally. So that's our next step. What we've learned on our pilot gives us the confidence that that's going to be a very easy and successful thing to do.

**INI Group:** Would you recommend the Verdiem Surveyor to other IT professionals and can you tell us why?

**Wayne Shurts:** I would absolutely recommend Verdiem to other IT professionals. We have found that it's been a very easy way to both positively affect our energy cost and to do something worthwhile for the environment. The beauty of it is its simplicity and its ease of implementation and ease of use by the end user. It's something that you can get a lot of benefit out with not so much work on your end to get it done so I'd highly recommend it.

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## THE INI GROUP

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