

## *BroadbandSuite™* *Solution Series—Energy Efficiency*



### *Global Benefits of Broadband*

Over the past 15 years, broadband has been changing lives— more than 410 million lives to be exact. And each new broadband line provides individuals and companies with fast access to work, school and entertainment. Empowering telecommuting and telemedicine, broadband has changed the face of how the world does business and accesses critical services. Changing the economic divide, broadband provides an entry for emerging markets to do business in an online world.

In times of economic hardship, it is broadband that empowers the virtual office/store/pharmacy. Working directly from warehouses, businesses can connect with buyers, and efficiently supply products in a cost and energy efficient way.

The cost of doing business the traditional way, ie all employees traveling to an official company location, has steadily climbed and over the last year, a move driven by economic concerns, has lead to the first wave of serious efficiency evaluations since the Green wave of the 1980's.

As businesses begin to recognize that greater energy productivity means monetary gain, telecommuting and virtual offices are now taking root in every region of the world, and are positively impacting carbon emissions from commuting cars and big office power consumption. Telecommuting is also credited with increased productivity and higher quality of life of employees, making broadband an instrument of greater job satisfaction.

A California study showed green building and/or telecommuting caused:

- Reduced Operating Costs
- Lower Maintenance Costs & Extended Equipment Lives
- Increased Productivity & Reduced Employee Absenteeism
- Reduced Incidents of Building Related Sickneses
- Higher Test Scores from Students
- Increased Product Sales
- Reduced Impact on Municipal Infrastructure
- Decreased Building Product Waste Streams

## Broadband Forum pledges our help

The Broadband Forum has a role standardizing and promoting broadband as a key ICT industry energy advocate. With this in mind the Forum is incorporating energy management considerations into our specifications regarding network and customer premises.

This promise means that we will:

- Act as an industry advocate in energy efficiency and encourage global adoption of effective and responsible broadband deployment techniques
- Assessing the environmental impact of all new Broadband Forum specifications, to catalog the expected society and technology effects of implementation, and to develop options wherever possible that reduces the carbon footprint
- Working with other global and regional bodies who are also committed to energy efficiency and dematerialization
- Educating service providers and vendors to the benefits and techniques of investing in broadband energy conservation

As our work addresses the core-to-home network as well as broadband feed home devices, our specifications and best practices provide the basis for greater service provider and home power and cost savings.

Work has been launched in both the BroadbandHome and the Testing & Interoperability Working Groups:

- PD-202, Guidelines for Low Power Mode using ADSL2plus
- WT-124 issue 2, which will include new EE requirements for Residential Gateways
- WT-189: Energy Efficiency Test Plan: Network Equipment
- WT-190: Energy Efficiency Test Plan: End-user Equipment

Balancing innovation, energy productivity and service to the customer, we stand alongside our proactive members who are making the ICT a global industry leader in addressing worldwide reduction requirements while empowering tomorrow's clean and bright broadband future.

## Broadband Forum Doesn't Work Alone

The Broadband Forum is working to stay closely aligned with key initiatives being launched around the world, including the Global energy Sustainability Initiative (GeSI) Report and action plan.

