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"Going Green" - Driving Business Value through Eco- Responsibility

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ABSTRACT

IBM and SAS are committed to developing effective strategies to help companies understand how "Going Green" affects their bottom line. "Going Green" can help organizations dramatically reduce costs and improve the overall efficiency of their operations. Many executive boardrooms are keenly focused on becoming more eco-responsible. A key ingredient for clients to effectively become more environmentally aware and efficient is measuring where they are and developing a plan to become energy efficient. This informational session will help you gain an understanding of the financial, operational, social/regulatory, and global value of 'Going Green' and how IBM and SAS can help you get there.

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