

Corporates go green to cut costs

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Devices that consume less energy and conform to "green energy" standards are increasingly finding buyers among the corporate segments even as demand for more traditional products falls, industry sources said.

A "green energy" product typically uses 10 to 50 per cent less energy compared to its traditional counterpart.

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Heads of marketing of hardware companies in the Middle East said they have received encouraging feedbacks on such products.

"Corporate clients are buying green energy products in the region. A green energy product uses 50 per cent less energy," said Truus Hoeve Marketing Manager of Western Digital for Europe, Middle East and Africa.

Amin Mortazavi, General Manager, Image and Printing Group, HP, Middle East, said: "Corporate clients do want to save on their energy bills. And this need has given us an opportunity to renovate our products. As part of the strategy, clients are outsourcing their printing jobs to us. We are doing more replacements that involve change of certain parts instead of changing the whole machine."

Western Digital, a United States company that provides external storage solutions, recently introduced a portable external hard drive for personal computers and Macintosh machines.

The hard drive called "My Passport" is 20 per cent smaller than the previous generation of devices and comes in capacities ranging from 320GB to as much as one tera byte.

(Emirates Business 24/7)