



## Refresh Wears its Color Well



Thinking “green” is on almost everyone’s mind today. Most of us recycle, turn off unnecessary lights, and even consider and purchase energy efficient cars and technologies for our homes. Customers demand it; businesses are scrambling to provide it—sometimes genuinely, sometimes not. As Kermit the Frog says, “It ain’t easy being green.” At Refresh Technologies, we are committed to simple and sophisticated solutions that are forward thinking. That’s our motto—in a nutshell. So, we would be adrift to not implement green practices in our business and for our customers (*green is our color.*) From the design of our networks to the product recommendations and even in our own work environment, we are reducing energy usage for ourselves and our clients every day.

### SYSTEM DESIGN

At refresh, we focus on designing simple and practical solutions to replace complex, exorbitantly expensive yet underutilized equipment. By streamlining equipment and leveraging technologies, we can reduce the energy utilized by your IT department. Server **virtualization** is just one example of how we leverage technologies to eliminate unnecessary network equipment, reduce energy cost and floor space.

Another Refresh recommendation is moving to **cloud computing** and the use of thin clients. Thin clients are energy efficient, smaller and cost effective, secure ways to access data from a central location. A few facts about thin clients:

- Thin clients need 1/4 the energy to run than the PC
- Thin clients weigh about 70% less than PCs
- Thin clients require 80% less transportation volume
- Smaller device=less waste

Reducing a company’s physical footprint is a concern for facility managers and Refresh consultants alike. Growing a company can be inhibited by many different constraints, including space. We show our clients how to reduce necessary office space with **remote workplace** options and the use of **integrated communications systems**. This approach also allows companies to reduce commute times for employees and to hire talent from all over the world without the burden of relocation costs. Today our SMB clients can be true global competitors.

## PRODUCT RECOMMENDATIONS

It has been our policy at Refresh to be a TOTAL advocate for our client. We choose our alliances and product lines carefully, looking at potential partner companies holistically. We ask ourselves:

- ⇒ How does this company's service or product improve the operations of refresh clients?
- ⇒ What is the economic impact of implementing the solution?
- ⇒ How does this company fit with our business philosophy?

Most importantly, refresh consultants and network engineers know that one size does not fit all.

## STRATEGIC ALLIANCES

In Newsweek magazine's inaugural **Green Rankings** published in September of 2009, HP was ranked #1 among US Companies. Newsweek writes, *The Company's PC-recycling program, in which it pays consumers to ship back obsolete machines, has allowed HP to reclaim 1.7 billion pounds of e-waste over the past decade... A decision earlier in this decade to reduce packaging material has paid off by cutting shipping costs... its strong program to reduce greenhouse-gas emissions and its efforts to use renewable energy...earn it the #1 spot.* While there are many rankings out there, the methodology in this report seems sound by working with KLD Research & Analytics, Trucost, and CorporateRegister.com. For more information, visit <http://www.newsweek.com/id/215522>.



HP helps extend the life of computer hardware through repair and refurbishment programs, reducing environmental impacts and making IT equipment accessible to more people. When customers' strict IT budgets prohibit buying new technology, or the business requires prior-generation equipment, refurbished HP products offer a great solution. Refurbished products come from various sources, including customer returns and cancelled orders, demonstration and trial units, overstocks, products damaged during shipping, and lease returns. These products are carefully inspected, refurbished or remanufactured, and re-boxed to offer a high quality, low cost solution with an HP warranty. Refresh proudly recommends refurbished products frequently to its customers.

## REFRESH CULTURE

On any given day at Refresh Technologies, you will find three or more bicycles parked in the lobby. The employees enjoy showers and supplies to encourage walking or biking to work. As most work tirelessly behind their computer screens, others take breaks for a game of tennis or a jog to relieve stress and refuel. Local organics are delivered and available for employees to promote a healthy lifestyle. This group works 60 hour weeks! Go a little further inside and you will find **all** of our recommendations in place at our facility. You will also find an area we call "the junkyard" where every used/retired computer is cataloged, and available for reuse by our managed clients *at no charge*. Unused parts are disposed of ethically and in an environmentally responsible way---some through vendor supported recycling programs and others through government approved methods of disposal. We really do wear our color well!



1309 central avenue  
Charlotte, NC 28205  
1+704.374.0107