Green Flash Requires Green Software

Session 209, 4:30-5:30 PM, Wed Aug 10

Yes, Green Includes Software

Sean Stead

www.NTICorp.com

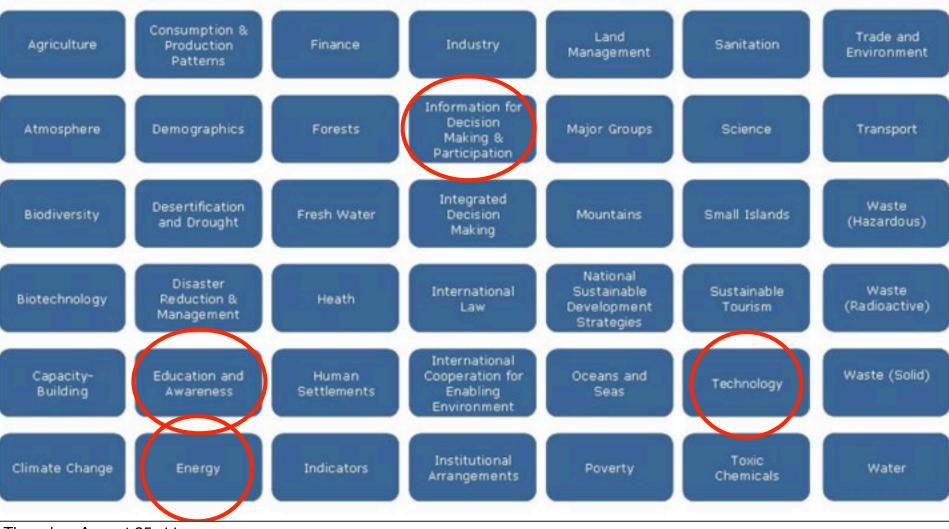# U.N. Green Flash & Software

Scope of Sustainable Development as defined by the United Nations

Agriculture	Consumption & Production Patterns	Finance	Industry	Land Management	Sanitation	Trade and Environment
Atmosphere	Demographics	Forests	Information for Decision Making & Participation	Major Groups	Science	Transport
Biodiversity	Desertification and Drought	Fresh Water	Integrated Decision Making	Mountains	Small Islands	Waste (Hazardous)
Biotechnology	Disaster Reduction & Management	Heath	International Law	National Sustainable Development Strategies	Sustainable Tourism	Waste (Radioactive)
Capacity-Building	Education and Awareness	Human Settlements	International Cooperation for Enabling Environment	Oceans and Seas	Technology	Waste (Solid)
Climate Change	Energy	Indicators	Institutional Arrangements	Poverty	Toxic Chemicals	Water

Hey, Money is Green Too!

- Enterprises worldwide will spend as much as $12 billion on software and hardware related to "green" sustainability (2011) Source: Gartner Inc.

- "In the past, companies thought that either you are profitable or you are sustainable," said SAP's Schmid. "Companies realize if you are more sustainable (green) that leads to increased profitability. Source: Bloomberg News

Benefits of Software on Flash

- <u>OEM:</u> Save Time and Energy with Pre-Installed
  - Less packaging and No CD nor DVD in trash

- <u>Corp:</u> Software can be run directly on USB Flash
  - No need to install, then run from internal drive

- <u>End User:</u> Flash Keeps the PC in Your Pocket
  - Run files and programs from USB flash media
  - Better than "cloud" because you know where it is

Thursday, August 25, 11

Green S/W Best Practices

- **Flash Media:** Create a public partition & a private hidden partition
- Encryption and password-protection on private
  - *Use secure 256-bit AES encryption minimum*
- Allow user to select the amount of pub/private
- Support FAT32, NTFS, HFS+, OSX, Linux
  - *Include a "Quick Format" option*
- Automatically prompt for password at plug-in

Green S/W Best Practices

- Passwords to safeguard data & controlled access
- Keep common "public" data fully sharable
  - *Great for students, road warriors, and all USB users*
- Great for protecting homework, confidential reports, journals, financial Information
  - *Even those treasured photos from Vegas!*
- Install fast & simple interface required
  - *Not everyone is a tech head.*

More Directions for Green S/W

1) **Open source software** is supported by the green lobby. Open source tends spread out resources and with the collaborative development process maybe more efficient.

2) '**Greener' coding** strategies could result from higher performance computing. Smarter software to exploit parallel, multiprocessor architectures equates to efficient use of hardware resources and better coding techniques. Possibly a return to the obsessions of an earlier age of software development when resources were scarce with 64K OS etc (remember the old days?) and portable devices.

Thursday, August 25, 11

Thank You

- Sean Stead
- www.NTICorp.com
- seanstead@nticorp.com

Thursday, August 25, 11