



MANAGEMENT

CSR IS ALL IMAGE SAYS NEW RESEARCH

MORE THAN HALF of British companies are adopting Corporate Social Responsibility (CSR) policies in a move to position organisations as good corporate citizens, and not necessarily to drive a green agenda, according to new research from ONStor Inc, the leading provider of scalable clustered NAS solutions for the enterprise.

The survey findings, conducted at Storage Expo, indicate that over 59 per cent of companies contacted have in place a CSR policy, and yet in more than half of those companies without a CSR policy in place, the green agenda is driving board-level decisions.

In 53 per cent of organisations

both CSR and green initiatives are at the forefront of Board level thinking.

Creating a chief energy officer position would enable companies to define and drive an effective CSR strategy rather than looking to the CEO and other executives who have little time for additional tasks.

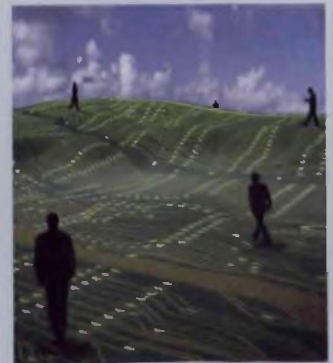
Surprisingly, around 18 per cent of companies admit to having neither a CSR nor green initiatives in place. However those organisations with a CSR policy are doing so not because of the legislative environment, but due to board-level mandates.

Bob Miller, CEO of ONStor, states: "Green initiatives are sweeping the

IT industry with pressure groups such as the Green Grid now taking centre stage in an industry renown for its power consumption.

While the vendors appear to be taking this issue seriously the overall end user community is some way behind."

"We have already announced our Go Green initiative to drastically reduce power consumption in the IT environment by deploying ONStor storage solutions, which have built-in advanced power management and file server consolidation technology. We have responded to the recent Climate Savers Computing Initiative, which calls for computer makers and their



customers to adopt technologies that significantly reduce energy consumption and have appointed a Chief Energy Officer to implement, manage and measure our efforts."