



For Immediate Release

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Greywale Management Announces the First Service Provider Energy Strategy Taxonomy Will Drive Global Discussions, Research and Investments

NEWBURYPORT, Mass. November 5, 2013 - Greywale Management, a leading consulting firm addressing service provider energy strategies, announces the release of The Greywale Service Provider Energy Strategy Taxonomy®. The taxonomy will drive global discussions, research and investments in service provider energy in a cohesive logical manner.

“Service providers, both telco and cable, are unique when it comes to energy issues” said Greg Whelan, principal at Greywale Management, “their geographic scope and variety of facilities creates a complex environment to address energy solutions in a strategic fashion.”

Energy is emerging as a key issue for larger services providers around the globe. The largest each spend over US\$ 1 Billion a year on energy. According to one large equipment manufacture, electricity alone accounts for 15% of large service provider’s OPEX.

“With traffic increasing exponentially adding more current equipment to existing network architectures just adds to the problem” Whelan continued, “Service providers around the globe need to take a strategic long term approach to solving the looming energy issues.”

While there are numerous initiatives in energy efficiency and management around the globe today, few are focused on the unique environment of the global service providers. The goal of introducing the taxonomy is to structure discussions in ways that bound the problem space in language that makes sense to service providers and solution vendors as well. Many global service providers have sustainability initiatives in place. However, the Greywale Taxonomy goes well beyond traditional sustainability programs.

“Energy has reached the board rooms of large service providers” Whelan continued, “An energy strategy solves real top-of-mind business issues ranging from cost reduction, business continuity to brand enhancement.”

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The taxonomy addresses the industry from both a physical location perspective and from a technology solution perspective. Locations range from remotely located equipment to traditional data centers. Alternatively, technology solutions range from basic sustainability to energy-aware network architectures and protocols.

“By mapping the problem space along locations and technologies, executives at service providers can gain a complete view of their investment opportunities.” Whelan continued, “Equipment vendors can also gain a view of how and where their solutions best apply”.

The Greywale Service Provider Energy Strategy Taxonomy can be downloaded at www.greywale.com

About Greywale Management

Greywale Management is an international consulting firm focusing on service provider energy strategy. It provides strategic marketing, market research and business development services for service providers, equipment vendors and semiconductor vendors. www.greywale.com