



In October 2008 BASDA (Business Application Software Developers Association), the voice of the UK software industry, announced a major initiative on 'green IT'.

The BASDA Green Charter makes a clear commitment from members who are driving the switch to a carbon efficient economy, both within their own organisations and through their software solutions which power the processes that enable global business.

The launch of the BASDA Green Charter is being supported by over 30 BASDA members ranging in size from large through to small specialist providers.

The ability for business software users to be able to demonstrate their Green credentials to customers is becoming a more prominent factor in the software selection process. By becoming actively involved with the BASDA Green Charter, software suppliers can demonstrate their commitment to taking on their own responsibilities in helping to achieve the EC targets for carbon emission reduction in 2020 – only 4,000 days away.

The Green Charter States

As BASDA members we will strive to play our part in combating climate change in the following ways:

- We will take pro-active steps to increase the carbon efficiency of our own organisations such that we will be regarded as low-carbon entities
- We will enhance our software solutions to enable customers to become part of a carbon efficient economy
- Via BASDA, we will engage in the debate around green ICT – including measurement, reporting, data requirements and standards
- We will work as an industry through BASDA to educate and increase awareness of green issues as they relate to ICT and particularly business software

See below how accountsIQ is doing its part for the environment...



accountsIQ – How Are We Greener?



accountsIQ as a SaaS (Software-as-a-Service) application has some inherent 'Green Features' which have a knock-on benefit for all Users.

Green Feature:	Green Benefit:
Centralised Processing and Shared Services	<ul style="list-style-type: none"> • Uses less equipment and energy. • Instead of thousands of individual customers operating thousands of their own servers, the multi-tenant, SaaS data centre combines the operations of many companies, drives efficiencies, and directly reduces the amount of carbon dioxide emissions
Building Green SaaS Data Centres	<ul style="list-style-type: none"> • SaaS data centres are built to maximize energy efficiency and minimize waste. • Power consumption is reduced through equipment density and cooling efficiency. • SaaS data centres have stringent customer service level agreements, they are populated with the newest and most energy efficient equipment on the market, even further limiting environmental impact
"Greening" Code through Agile Software Development	<ul style="list-style-type: none"> • Because of the distance between client and application in the SaaS software environment, customer service level agreements demand extremely fast application delivery. Consequently, SaaS engineers are required to write code that is lean and elegantly simple, limiting the number of energy-wasting processor calls. In contrast, within the traditional, on-premise software environment, delivery speed is not a requirement and often viewed as inconsequential. As a result, on-premise code is heavy and complex, requiring multiple, inefficient, and power-consuming processor calls.
Anywhere, anytime access	<ul style="list-style-type: none"> • Provides for M-working (mobile working) • Online business collaboration • Reduces Business Travel = Reduces Emissions
Online delivery of application and upgrades	<ul style="list-style-type: none"> • No CDs, no packaging, no paper, no printing and no postage requirements = reduced emissions
Delivery of services such as: <ul style="list-style-type: none"> • Online support, training and help material • Electronic Document Storage • Email Customer Documents • Online Bank Integration 	<ul style="list-style-type: none"> • further reduces the dependency on paper, printed material, cheques and postage costs = reduced carbon footprint