

Global Green IT Services Market 2016 Share, Trend, Segmentation and Forecast to 2020

Green IT Services Market 2016 Global Trends, Market Share, Industry Size, Growth, Opportunities, and Market Forecast to 2020

PUNE, INDIA, July 8, 2016 /EINPresswire.com/ -- Green IT means optimizing information technology for environmentally sustainable computing. It involves designing, manufacturing computers, servers and other accessories so that they have minimum effect on environment. Optimization of software is dependent on various factors like efficiency of algorithms and servers, resource allocation, and virtualization. The main objective of Green Information Technology is promoting recyclability, maximizing energy efficiency, and reduction of hazardous materials. Many vendors are helping organisations to be environmentally sustainable so that can reduce the cost of data centres and other IT related services along with tracking their carbon footprint.

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The global [Green IT services](#) market is expected to reach \$7.12 billion by 2020 growing at the CAGR of 5.84% over the forecast period. The desire of corporate and IT sector to save money and increase efficiency are major factors driving the market. Many IT firms are focusing on reusing their existing IT resources than buying them. Various initiatives by the government to promote eco-friendly technologies have also given much need boost to the market growth. Currently, the green IT projects and initiatives are mainly focused on the optimization of data centres. Expanding the reach of green IT services in other IT domains can be a major opportunity for the market.

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The global Green IT services market is segmented on the basis of services, solutions types, end-users, and geography. On the basis of services, the market is segmented into IT system design services, integrated facilities design services, System Design and business process services, Eco-innovation planning services, Project Management and Sustainability programs, and IT education program services. On the basis of solution type, the market is divided into Purchasing Solutions, Real Estate development solutions, Equipment manufacturers' solutions, Workplace Innovative solutions, Waste reduction Solutions, and others. Green IT services are deployed in various

industries like healthcare, government, Information Technology industry, and many others. On the basis of geography, the market is segmented into 5 major regions namely, North America, Latin America, Middle East and Africa, Asia Pacific and Europe. Key players in the market are Accenture Plc, GreenIT Inc., Cap Gemini S.A., BT Global Services Plc, Deloitte Touche Tohmatsu Limited, IBM Corporation, Dell Inc.

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