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# The Loop

## GREEN IS THE COLOUR

Being green has never been easier, more affordable, or more important.

It may have started as an inconvenient truth, but practically overnight, the trend toward environmentally responsible living has become a major driving force behind business strategies around the globe. Increased public awareness and a wealth of affordable sustainable technologies make going green more than just a responsible thing to do; it's a smart business practice too.

From hybrid vehicles and sustainable fabrics, to e-billing and curbside recycling, consumers everywhere are finding new ways to act green. Many consumers list environmental responsibility as a key factor when making a purchase decision, and businesses that incorporate green products, services and practices into their everyday operations have been reaping the benefits.

It's a common misconception that going green equals spending green. Today, eco-friendly solutions rarely cost more to implement than traditional solutions.

Once cost savings from reduced energy and fuel consumption, travel time, etc. have been factored in, going green can often substantially reduce the strain on your pocketbook.

Implementing green communications is perhaps one of the simplest, most cost-effective steps your business can take toward becoming green, capable of reducing your carbon footprint by as much as 30 per cent. Whether you're looking to improve your existing green initiatives, or experiencing the benefits of going green for the first time, SaskTel has a wide variety of eco-friendly communications products and services to keep it simple. Solutions such as web and teleconferencing, Mobile Internet technology, and Hosted Contact Centre, to name a few, allow your employees to work from virtually anywhere, reducing or eliminating travel and associated costs and environmental impact.

SaskTel employs a number of initiatives to limit carbon output and improve sustainability. Recycling everything from fluorescent light bulbs to cell phones and computers, remotely managing a number of facilities, and using conferencing solutions in place of travel were just a few of the things that contributed to SaskTel reducing operational greenhouse gas emissions by nearly 2,500 tonnes in 2008. As a result of their dedication to the environment, SaskTel has been recognized as one of Canada's Greenest Employers for 2009 by Maclean's magazine.

# A SAFE, SECURE AND SUSTAINABLE DATA SOLUTION

Today's business is digital. That means less paper and usually less impact on the environment.



When your business lives mostly on a hard drive, however, data storage becomes a major concern. Often, the solution is to house your important data on a server, but owning and running your own equipment can be a huge undertaking. Once the additional facility and maintenance requirements, increased utility bills, and additional staff are factored in, owning hardware can be extremely costly to both your bottom line and the environment.

Managed Hosting is a world-class data centre solution from SaskTel that saves your business from the headaches and hassles of hardware ownership, and reduces your operational impact on the environment.

SaskTel Managed Hosting allows you to store all of your business' important files and applications off site on secure SaskTel servers, monitored 24/7. There's no need for leasing additional space for equipment, and utility costs and the associated environmental impact are minimized.

Managed Hosting has the ability to grow with your business. Scalability and optional virtualization mean you pay only for the space you need, when you need it, helping to ensure SaskTel servers operate at full potential with no unnecessary power consumption. By sharing data centre infrastructure, Managed Hosting uses only the hardware needed to accommodate its users, maximizing each server's efficiency. Increasing

hosting space, new implementations, and infrastructure upgrades are all available with minimal turnaround time.

SaskTel's state-of-the-art hosting facility employs the latest server technology. Regular hardware upgrades and the use of hot and cool aisle configuration provide for maximum energy efficiency and system stability. Supported by over 400 highly trained technicians, Managed Hosting adheres to SaskTel's exacting standards of security, reliability and energy conservation. As a Signature Certified HP Partner, SaskTel offers the best support and maintenance in the industry, ensuring your files and applications are always available when you need them.

Managed Hosting from SaskTel is an ideal solution for any business. It seamlessly blends sustainable practices with highly flexible, reliable and secure data storage. To find out what a SaskTel Managed Hosting solution can do for your business, visit [sasktel.com/business](http://sasktel.com/business).

## CONFERENCE AWAY YOUR CARBON FOOTPRINT

SaskTel has a variety of conferencing solutions to help you limit travel time, reduce your carbon footprint and improve productivity, all while leaving some extra green in your pocket. Whether you prefer the convenience of Web Conferencing, or the simplicity of Teleconferencing, SaskTel has the solution to meet your needs and budget.

To find out more about SaskTel conferencing solutions that can help make your company its greenest, visit [sasktel.com/business](http://sasktel.com/business).



# PROTECT YOUR BUSINESS, PRESERVE THE ENVIRONMENT

Keeping a constant eye on your business with little or no environmental impact.

As a business owner, the safety and security of your business facilities and employees is number one. Being at your business at all times usually isn't an option, and frequent trips to check in cost you time and fuel, and lead to excessive carbon output. SecurTek Video Monitoring Solutions is perfect for keeping a constant eye on your business with little or no environmental impact.

Concerned about the safety of employees working alone? Looking to gauge customer service standards when you're not around? Want to protect your business from theft and vandalism? SecurTek Video Monitoring allows you to do all this and more with the peace of mind of 24/7 video monitoring and the freedom to check in from anywhere, with access to recorded and live video

feeds through a secure web portal. Whether you manage one location or several, you can keep an eye on all of your sites at any time, day or night, from any computer with internet access. Limiting your need to be onsite allows you to save on travel expenses, reduces your business' carbon footprint, and provides a great way to manage your work-life balance.

SecurTek Video Monitoring works with most existing alarm panels and camera systems. By integrating the functionality of your alarm and surveillance systems, Video Monitoring maximizes your security investment. As well, Video Alarm Verification, which is included in the service, minimizes costly false alarms by sending a video clip of the events surrounding an

alarm to SecurTek's monitoring station. Dispatchers are then able to quickly assess the situation and take appropriate action, preventing you from having to respond unnecessarily. You'll even receive e-mail notification of events, including a link to view the video.

A remote monitoring solution from SecurTek Video Monitoring can greatly reduce travel-related expenditure and the associated environmental impact. Ensure your business is running at optimal efficiency, safety and security even when you can't be there with 24/7 Video Monitoring. For more information or to find the right SecurTek Video Monitoring Solution for your business, visit [securtek.com](http://securtek.com) or call 1-877-777-7590.

## SASKATCHEWAN SPEAKS

Green was top  
of mind for  
Saskatchewan  
in 2008

- 69% of households and 63% of businesses agree that it's important to deal with companies that demonstrate respect for the environment (answered 8, 9, or 10 on a 10-point scale, where 1 is not important and 10 is very important).
- 64% of households and 59% of businesses felt as strongly about the importance of buying from a company that is environmentally conscious.



Source: SaskTel customer surveys of decision-makers in households and businesses.

Margin of error: +/- 3% for residential, +/- 4% for business results, 95% of the time.



## WHAT'S NEW

- SaskTel's device line-up just got even smarter with these great new smartphones! Choose from the Samsung Omnia™, Palm® Centro™, Palm® Treo Pro™, **BlackBerry® Storm™**, or **BlackBerry® Pearl™** Flip. Take advantage of the power to be productive from anywhere with a new smartphone from SaskTel.

- Get everything you want with no surprises! New All for One plans offer all the services and features you use most for one flat monthly fee.

Enjoy unlimited anytime Local and Long Distance calling to anywhere in Canada and the U.S. when calling from Saskatchewan, and the lowest flat rate for calls originating outside Saskatchewan. Plus, get unlimited Text Messaging, Call Display and Enhanced Voice Mail, all with no added System Administration or 911 Fees.

Want even more? Add unlimited E-mail, Internet and **BlackBerry®** Messenger™ for only \$20 more, or include unlimited tethered data with all of the above for just \$169/month.

- Unleash the full power of your **BlackBerry®** smartphone with new **BlackBerry®** App World™! Choose from tons of business applications for download right on your **BlackBerry®** smartphone and discover how portable productivity can be. To download and install **BlackBerry®** App World™ for free, or to find out more about this powerful new tool, visit [blackberry.com/appworld](http://blackberry.com/appworld).



## DID YOU KNOW

- You can securely view and pay your bill online for free. Simply visit: [sasktel.com/links/eBill](http://sasktel.com/links/eBill) to sign up to receive your bill electronically and help us make the world a little greener.
- SaskTel is dedicated to environmental responsibility. We strive to be eco-friendly in everything we do, and to leave the smallest footprint possible. Below are just a few of SaskTel's environmental initiatives.
  - SaskTel offers a cell phone recycling program that donates all money made toward transition housing for people in need.
  - Since 1993, SaskTel has refurbished more than 40,000 computers that have been donated to schools across the province.
  - By signing up to receive *The Loop* electronically, readers saved 10,000 paper copies. Sign up to receive your copy digitally at [sasktel.com/theloop](http://sasktel.com/theloop).

## HOW ECO-FRIENDLY ARE YOU?

- Calculate your carbon footprint and see your impact on the earth by visiting [www.carbonfootprint.com](http://www.carbonfootprint.com).
- Test your knowledge of green with games and quizzes at [www.treehugger.com](http://www.treehugger.com).
- Join us in completing One Million Acts of Green. Visit [green.cbc.ca](http://green.cbc.ca) and let everyone know what you're doing to help the environment. Whether it's recycling your old cell or signing up for SaskTel eBill, little things can add up to make a big difference!