

New ICT Sales Opportunities – The CRC Legislation

A Practical guide for ICT Businesses to create new sales Opportunities from the market opportunity created by The CRC Energy Efficiency Scheme (CRC)

Course Leaders: Tony O'Donnell & John McEachen, Cambium

What is the market opportunity that CRC creates?

The CRC Energy Efficiency Scheme (CRC) is a new piece of UK legislation that came into effect in April 2010. It aims to reduce carbon emissions by the 20,000 largest organisations in the UK by 1.2 million tonnes per year.

It creates immediate legal obligations to monitor and report on their total energy usage with significant penalties for non-compliance. CRC is designed to drive energy efficiency within the affected organisations, which means that the case for buying technology or services that reduce energy consumption will become more compelling.

Who can exploit this market opportunity?

Any ICT business that possesses technology and or services that will:

- help the affected organisations monitor, manage and optimise their energy consumption across their operations.
- assist the IT function to understand and optimise its use of energy across all of its assets from the desktop to the data centre and everywhere in between.

How much is this market worth?

Cost of compliance (data management) - £500m

Cost of non-compliance (financial risk) - £8,000m

Improved energy performance - £800m

How do you benefit?

Delegates will gain;

- A clearer understanding of the market opportunity that the CRC legislation will create
- Greater insight into the best opportunity for your business to exploit the CRC market opportunity
- A practical action plan to grow your sales pipeline by leveraging the CRC
- A documented summary of the output from all Group discussions

Course Overview

- **Introductions**
- **CRC - Legal and Practical Implications**
 - Background / history
 - Current legislation and its implications
 - Q&A
- **CRC - Market Opportunity**
 - Scale of opportunity
 - Financial and reputational exposure
 - Exposure / ROI Model – Worked Example
- **Early Responses to the Legislation**
 - The Cambium CRC Response Framework™
 - Indicators and markers
- **Opportunities Matrix**
 - Investment drivers & the Cambium CRC Response Framework™
 - Stakeholder Analysis
 - ICT SWOT Analysis
 - Opportunity mapping
- **Plenary Session**
 - CRC 'Go to market' action plan
 - Summary of sub-group output

Who is leading the course?

Cambium specialise in helping businesses grow. They have extensive knowledge of Corporate Sales, the ICT marketplace and the CRC legislation. They have developed a

framework of assessing organisational response and combined this with a bespoke financial exposure model to enable rapid insight into the sales opportunities in this emerging market..

The facilitators for this session will be:

TONY O'DONNELL

Following an early career as a research scientist, Tony has over 20 years experience in ICT successfully selling technology solutions to large organisations in markets such as financial services, government and telecommunications. He has worked in the UK and internationally for large public and small private technology companies as a sales director, and general manager. Tony co-founded Cambium in 2008.

Tony holds a degree in Ecological Science and an MBA

JOHN MCEACHEN

John is an experienced facilitator who specialises in working with senior groups to build compelling value propositions and cohesive teams.

John's early career began as an engineer, moving onto leading large projects before becoming a business manager leading large teams of people on behalf of FTSE 100 and Dow Jones listed companies. For the past 12 years he has been a trusted consultant in change management, executive coaching and consulting skills development for organisations ranging in size from early stage technology businesses to national and international organisations, such as Carphone Warehouse, Hewlett Packard and Pepsico.

John holds honours degrees in Chemical Engineering and Psychology.

Testimonials

"Excellent training session. Content and discussion provided by a team who clearly know their stuff and are actively engaged in Sustainability discussions with organisations of all sizes."

Tahir Sharif, Consultant

The CRC Legislation course run by Cambium exceeded all my expectations. The instructors covered a difficult subject area in a short period of time and encouraged interaction from everyone in the room."

Phil Garvey, Managing Director, Whitespace Waste Software Ltd

Venue	Intellect Conference Suite, Russell Square House, London
Max	24
Duration	One day
Time	09:30 – 16.30
Fee	Intellect members £195+VAT non-member £295+VAT