

## Green Computing

VAR offers daily discount or charity donation if allowed to work remotely for customers

# Ramsac cuts rates to tempt greener clients

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VAR Ramsac is reaping the rewards of a scheme it launched six months ago offering clients a discount if they opt for remote IT management support at Ramsac's offices.

Called the Cash for Carbon scheme, the idea is to reduce the number of journeys Ramsac's network consultants make to customers' offices.

Under the scheme, if a client is happy to have work carried out remotely instead of on site, Ramsac will offer either a £50 daily discount on the consultants' fees, or a £50 donation on the client's behalf to environmental charity Friends of the Earth.

Using the latest remote connection technologies, Ramsac can quickly establish a secure connection to its clients' networks, meaning that network consultants can carry out



**Jam:** Network consultants are kept off the road with the opportunity to work remotely.

tasks without the need to physically be at the machine.

Robert May, managing director of Ramsac, told CRN: "We started looking at how we could reduce our carbon footprint and came up with the

Cash for Carbon idea. There are certain projects that can't be done remotely, but where they can, most customers take us up on the offer."

In addition, Ramsac's serverguard solution proactively monitors servers and critical machines remotely, meaning that most potential problems can be spotted and prevented remotely.

Pierre Lams, managing director of VAR Handheld PCs, said: "What a great bit of lateral thinking by Ramsac. We have the technology to access customers' servers remotely, but some clients are wary of letting you do so – it tends to be the ones we have built a trusted relationship with who will."

May agreed: "Existing customers are more likely to take us up on this offer than new ones." **CRN**

**Ramsac seeks Vista growth**

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