



Press release

Prosodie and Bouygues Immobilier jointly commit to green IT approach

Boulogne-Billancourt, 27 May 2009 – Property company Bouygues Immobilier has decided to outsource all information systems to Prosodie, the online, remote data-exchange services operator for large companies. This is the first initiative in this field that the entire infrastructure will be hosted on a green IT platform.

Bouygues Immobilier is introducing an innovative eco-design approach within the outsourced data center

Committed to a general philosophy of sustainable development, especially in constructing environmentally-friendly buildings, Bouygues Immobilier has made the strategic choice to include an eco-design approach for its new data center, from equipment selection to managing and monitoring the use of resources.

"From the time we launched the invitation to tender for the outsourcing of our information systems, we were looking for a partner able to support our environmentally responsible philosophy. This partner had to not only help us in outsourcing our information systems but also offer an infrastructure allowing us to reduce our environmental impact and particularly our carbon footprint. We have created a new data center concept which will enable us to save 30% in energy use – the GreenIT Factory," comments Christian Grellier, head of Organization and Information Systems at Bouygues Immobilier.

To optimize energy consumption, Prosodie is re-thinking the organization of its data centers

To meet Bouygues Immobilier's request, Prosodie implemented the Cold Corridor® solution from Minkels. The system which is based on the complete separation of hot and cold airflows, holds the server bays, optimizes space usage and generates considerable energy savings.

"We opted for Minkels because their versatile solution fit entirely within our existing infrastructure. It met our particular desire to have control over all factors leading to a reduction in energy consumption for this customer," says Pascal Ledieu, head of Operations and Support at Prosodie.

Prosodie went further in customizing the hosted infrastructure for the Bouygues Immobilier information system. To reduce energy use by 30%, some special devices were installed:

- Electricity meters with displays were fitted outside the Cold Corridor® for real-time monitoring of the servers' electricity usage.
- Temperature probes were fitted inside the actual Cold Corridor® to ensure that the temperature is always optimal within the bays.

In addition, Bouygues Immobilier made certain technical choices to further reduce energy consumption where by 40 percent of the servers will be consolidated to maximize the use of virtualization, and criteria for the computer hardware selection will be based on environmental performance.

At a time when 83% of IT professionals⁽¹⁾ say that environmental matters are either important or very important, the GreenIT Factory is one of the first initiatives in this area.

Prosodie is planning to conduct a carbon assessment of its activity in France in 2009. This project will provide the company with an initial evaluation of its energy usage and will be used to prioritize actions taken in coming years regarding organization and infrastructure.

⁽¹⁾Forrester research conducted in 2009 with 1,022 IT professionals from different companies in North America and the EMEA area

About BOUYGUES IMMOBILIER

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,632 employees and turnover of €2,924 million at the end of December 2008. With 35 offices in France and 4 across Europe, Bouygues Immobilier has been building residential, tertiary and commercial property developments for its customers for 50 years, covering more than 230 towns and cities. Bouygues Immobilier is the first ISO 9001 certified property developer in France. The company has signed a framework agreement with quality certification body CERQUAL, whereby it undertakes to obtain "Habitat and Environment" certification for all its housing development schemes (flats and houses) in France. In business property, Bouygues Immobilier is launching a new generation of positive-energy buildings, Green Office®, which produce more energy than they use. The first Green Office® is under construction in Meudon.

www.bouygues-immobilier.com

About PROSODIE

As a service operator offering IT and telecoms expertise, Prosodie designs and hosts multi-channel online services for remote access to information and interactive data exchanges. With many major companies benefiting from Prosodie's services, the company works in the fields of multi-channel customer relations, facilities management for critical and sensitive systems and applications, IP telephony and prepayment systems and other services for telecoms operators. With offices in France, Spain, the United States and Canada, the group achieved turnover in 2008 of €179.9 million, with an operating profit of €15.6 million, and had 958 employees at 31 December 2008. In July 2008, PROSODIE obtained an extension of its AFAQ ISO 9001 certification to cover all of its activities throughout France.

www.prosodie.com

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