

Green Survey

Key Findings

April 2012

For more information,
please contact:

Rachel Ferry
Public Relations
Rackspace Hosting, Inc.
210.312.3732
rachel.ferry@rackspace.com



Introduction

To better understand how sustainability is viewed, as well as influences business decisions of customers, Rackspace conducted the 2012 Green Survey. The focus of the research was to discern the current climate of sustainability within the businesses that we serve, as well as to learn about how sustainability factors into companies' purchasing decisions and vendor selection.

Methodology

Rackspace randomly selected 2,000 customers worldwide with 232 respondents, an improvement over prior years' response rates. Respondents chimed in from the U.K., Australia, New Zealand, and Brazil, among others. Customers across our business products and of various account sizes were included.

A Few Rackspace Perspectives

Customers not only embrace a holistic view of sustainability around the world, but are paying attention to how selecting solid partners as part of their supply chain makes good business sense.

- Overall, sustainability is viewed positively around the world and defined holistically regardless of geography or company size.
- Sustainability gives a service provider an edge over another regardless if two choices are equal or not, according to 74% of respondents.
- Even when two choices are not equal, International companies will choose the sustainable option 60% more often than U.S. customers.

View of Sustainability Is Holistic

Rackspace views sustainability holistically—and we wanted to check in with customers to make sure we understood their viewpoint.

We provided four definitions (Environmental Stewardship, Economic Prosperity, Social Responsibility, All of the Above) and the ability to provide additional comments. A majority of customers, 53%, agree with the holistic definition of sustainability balancing the needs of environmental stewardship, economic prosperity and social responsibility. This followed closely by those who view sustainability primarily as Environmental Stewardship (16%), Economic Prosperity (16%) or Social Responsibility (11%). Almost all customers, 96%, identified with the definitions provided and only 4% had a negative response toward sustainability.



Service Provider Selection: Sustainability vs. Cost

These economic times are challenging. When it comes to selecting a service provider, we wanted to understand more about how customers weighed cost and sustainability.

Here are some of the details:

- When “Two Choices Were Equal,” 54% of customers felt that “Greener was Better” — in essence a tie breaker that put one over another. Only 2% separated the U.S. (55%) from the rest of the world on this question (53%).
- When “Two Choices Were NOT Equal,” 20% of customers would choose the greener option, signaling that there is tangible value to the reduced risk, higher performance and higher efficiency among service providers who embrace sustainability that drives the customer’s selection of partners. The International community felt more strongly here (27%) than the U.S. (17%).
- Only 26% of respondents said that cost outweighed a greener option, with slightly more in the U.S. (28%) and less so Internationally (20%).

Influence of Sustainability on Purchasing Decisions

Having insight into how companies weigh purchasing decisions is important—it gives insight into how companies understand and express the full value of a partner. The majority of companies acknowledge that they periodically consider sustainability for specific purchases—58% U.S.; 64% Internationally. The gap begins to widen here—27% of International companies consider sustainability as a standard part of purchasing decisions (compared with 14% in the U.S.) and only 9% of International companies do not consider sustainability at all (compared with 28% in the U.S.)

Company Size and Sustainability






We collected company size information with the intention of understanding its effect on the survey responses. We did not find a correlation. Sustainability is universal, regardless of how large or small a company may be.



Survey Results




1. Which choice best describes your company's definition of "sustainability"?









	Environmental stewardship	16%
	Economic prosperity	16%
	Social responsibility	11%
	All the above	53%
	Sustainability is not currently a priority.....	4%

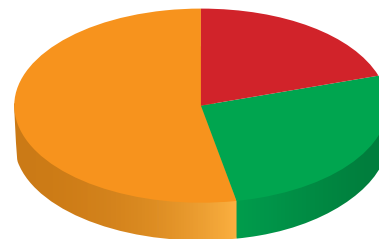
2. Given the choice of cost savings versus sustainability, is sustainability important in your selection of service providers?



	No, cost outweighs a greener option	26%
	Yes, even when two choices are not equal, greener is better	20%
	Yes, when two choices are equal, greener is better.....	54%

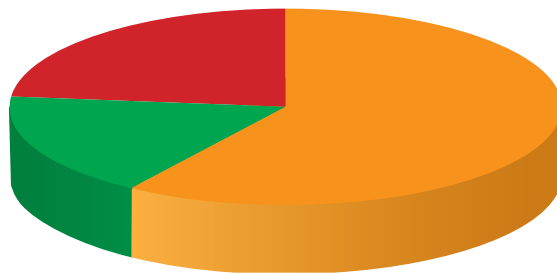
Geographic Breakdown

U.S.	Non-U.S.
 28%	 20%
 17%	 27%
 55%	 53%





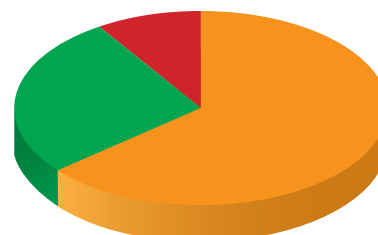
3. How much influence does sustainability play in your company's purchasing decisions?



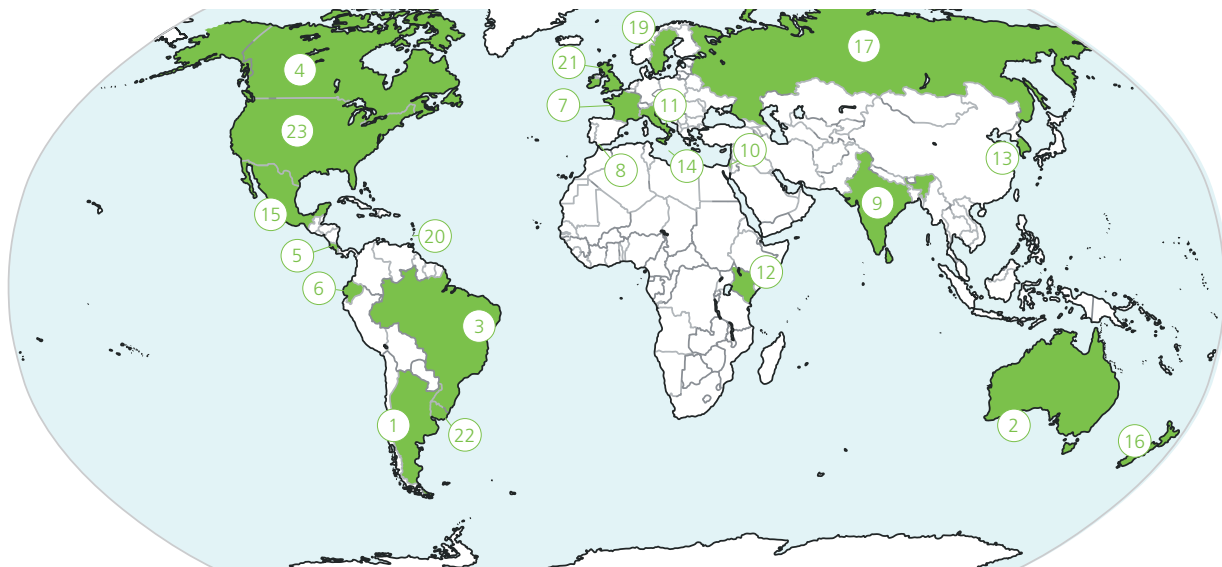
- Considered periodically for specific types of purchases..... 59%
- It's a standard part of our Request for Information/Proposal/Quote..... 17%
- Not considered at all..... 23%

Geographic Breakdown

U.S.	Non-U.S.
■ 58%	■ 64%
■ 14%	■ 27%
■ 28%	■ 9%



Geographic Locations



- | | | | |
|--------------|-------------|-----------------|----------------------|
| 1 Argentina | 7 France | 13 Korea | 19 Sweden |
| 2 Australia | 8 Gibraltar | 14 Malta | 20 Trinidad & Tobago |
| 3 Brazil | 9 India | 15 Mexico | 21 United Kingdom |
| 4 Canada | 10 Israel | 16 New Zealand | 22 Uruguay |
| 5 Costa Rica | 11 Italy | 17 Russia | 23 United States |
| 6 Ecuador | 12 Kenya | 18 South Africa | |



4. So that we may understand how sustainability decisions may change depending on company size, please can you tell us your company's annual revenue in U.S.\$?

Annual Revenue	Count
\$0 to \$499,999	78
\$500,000 to \$999,999.....	29
\$1M to \$9.9M.....	54
\$10M to \$24.9M.....	12
\$25M to \$49.9M.....	6
\$50M to \$99.9M	1
\$100M+	13
Confidential.....	31
Grand Total	224