IMMEDIATE RELEASE

Chico Natural Foods goes Virtually Green with the help of Hassle Free I.T.

Chico, Ca – August 15th, 2009 -- Chico Natural Foods took a bold step in their quest to make the world a greener place. They have replaced their entire IT infrastructure with Virtually Green.

Virtually Green is a program instituted by Hassle Free I.T. to reduce the environmental and economic impact of a business's computer networks. By using a technology called "Virtualization" Hassle Free I.T. was able to reduce the environmental impact of Chico Natural Foods computer network by two thirds.

Virtualization consolidates servers and desktop PC's onto one central Virtual Server. The desktop PC's are replaced by Thin Clients which provide a connection to the Virtual server. Each Thin Client has only a monitor, keyboard, and mouse and is able to use a normal Windows environment with the same experience as a traditional "Fat" PC.

In fact, the only difference the employee's of Chico Natural Foods will notice is that their computers will run faster, and more reliably.

"Thin Clients" are what to thank for the reduced environmental foot print. There are no moving parts in a Thin Client. The result is an average lifespan of 10 years for Thin Clients as opposed to three to five years for a PC. Longer life means less outdated equipment going into landfills.

The benefits of Thin Clients don't end there however. Energy consumption is much lower than a traditional PC. Thin Clients pay for themselves in energy savings alone. When the various cost savings are totaled most companies will see a full return on investment in 2 years.

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