



Aflac, Alcatel-Lucent Select Hara Energy and Sustainability System of Record™

New Customers Look to Hara to Reduce Costs, Manage Risk and Increase Sustainability

San Mateo, CA – December 15, 2011 –

Continuing its market momentum, [Hara](#), a leader in enterprise [energy management and sustainability software](#), today announced that Aflac and Alcatel-Lucent have selected Hara to consolidate energy and emissions data into a comprehensive system of record for improved transparency, insight and enhanced sustainability.

Aflac, the number one provider of supplemental insurance in the United States, has selected Hara to help drive increased operational efficiencies and data accuracy as it relates to their overall sustainability reporting. Recently named for the first time to the [2011/2012 Dow Jones Sustainability Index \(DJSI\) North America](#) list, Aflac recognizes its responsibility for leading the way in eco-friendly business initiatives and follows the [Aflac SmartGreen®](#) philosophy for its environmental and corporate social responsibility efforts. The Hara implementation will give Aflac improved visibility, insight and verification capabilities for its sustainability data.

“We look forward to working with Hara and developing energy and sustainability best practices that allow us to mitigate risk, reduce cost, and create greater efficiencies and help accelerate the transformation of our business in a sustainable way,” said Alfred Blackmar, vice president, facilities and support, Aflac.

[Hara](#) redefines the basic principles by which energy and resource efficiencies are analyzed, implemented and managed to create strategic, enterprise-level decision support systems that help organizations unlock substantial untapped value in energy and sustainability management.

Alcatel-Lucent, a leader in mobile, fixed, IP and Optics technologies and a pioneer in applications and services, has chosen to implement Hara’s solution across 800 facilities to help better track and manage their energy and sustainability data. The global communications leader has a long-standing commitment to sustainability and social responsibility and out of 800 companies recently ranked 4th worldwide for the comprehensiveness, public reporting and verification of emissions in their [annual Corporate Responsibility report](#) and the [Carbon Disclosure Project](#) by the [Environmental Investment Organization](#), an independent, non-profit research group that promotes eco-friendly investments. Alcatel-Lucent also was named sector leader in the [Dow Jones Sustainability Index](#) issued in September 2011.

Fortune 500 companies and municipalities are increasingly implementing Hara’s solution in order to keep up with financial and non-financial pressures around energy efficiency and sustainability. Hara’s customers are generating real value for their organizations as they accurately measure, monitor and plan based on the visibility they now have across their organizations.



About Hara

Hara’s enterprise software platform for energy and sustainability management dramatically reduces energy costs and risks to substantially improve operating profits and enhance sustainability. Hara’s more than 50 customers span global multi-national and public sector organizations including: Avaya, Bloomberg, Dell, Diebold, eBay, HP, Hasbro, Intuit, News Corporation, Safeway, Tishman Speyer, Union Bank, U.S. Bank and the cities of Las Vegas, Palo Alto and Philadelphia. For more information: www.hara.com.

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