

## NVIDIA Deploys the Hara™ Energy and Sustainability System of Record to Enable Energy Conservation Goals and Improve Resource Data Accuracy

**San Mateo, CA – October 26, 2011 –**

Hara™, a leader in [enterprise energy management and sustainability software](#), today announced that NVIDIA has implemented Hara's solution to track, verify and manage NVIDIA's global energy activities and correlating emissions.

By providing NVIDIA, the leader in visual and parallel computing, with visibility into its management of distributed energy and resource activities through one centralized system of record, Hara helps further the company's ability to improve energy savings and other environmental efforts.

NVIDIA, which just ranked #10 on [Newsweek's 2011 Green Rankings](#) of the 500 biggest companies in America, approaches energy and environmental management as an integral part of its business strategy. That includes programs and systems that address resource efficiency in three major areas—campus operations, supply chain and product design. The company is working to further reduce its use of energy, water and waste, and its contribution to the reduction of greenhouse gas emissions.

NVIDIA looks to Hara for enterprise-wide clarity into its operations, as well as for verification of its data among the diverse resources and outputs it tracks, including energy, emissions, water, compost, trash and e-waste. By leveraging Hara's robust management system, NVIDIA can focus on achieving tangible results through its two primary energy conservation goals—reducing data center power usage and non-data center space energy emissions.

NVIDIA's innovative global approach to energy and resource management is outlined in its [2011 global citizenship report](#). The report describes NVIDIA's economic, social and environmental performance for the fiscal year 2011 and utilizes data analysis enabled by Hara.

"NVIDIA is committed to achieving quantifiable results in energy and emissions reductions," said John Hankey, vice president of real estate and facilities, at NVIDIA. "Hara helps us achieve these objectives by giving us excellent visibility and tracking ability in these key areas."

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 the energy supply chain.



### 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, Akamai, Diebold, City of Las Vegas, eBay, HP, Hasbro, Intuit, News Corporation, Safeway and U.S. Bank. For more information: [www.hara.com](http://www.hara.com).

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