

3Rivers Analytics

“Because Profit & Sustainability
are not mutually exclusive”

or

“People who seem to have had a
new idea have simply stopped
having an old idea” – Edwin Land

3Rivers Analytics

- Startup based in Pittsburgh
- Developing Systems & Services to assist Companies in the assessment, planning, execution, monitoring & measurement of sustainability initiatives
- Will be delivered as a SaaS
- Object based development with extensible models

3Rivers Analytics

- Network & Systems Management legacy
- Using Systems Optimization approach to solve a complex network based problem
- Diverse development team
- Green IT while a large component is only part of a wider framework
- We seen this all before...

A Multi-dimensional Problem

- What does sustainability mean?
 - Lack of clarity
 - What are the returns vs. costs/risk?
 - How do I become sustainable?
 - What is progress and how do I measure it?
 - Lack of common meaning/vocabulary.
 - State of Confusion-
 - lack of common knowledge – leads to false assumptions.
 - confusing standards – no central registry.
 - Punitive vs. Incentive – Negative vs. Positive.
 - Who & What is or makes an expert?
 - Political, Economic & Cultural dimensions.

A Potential Tsunami of Liability

- In a global economy there is increasing demand to assign a balance sheet value to our ecosystem. Estimates of value are staggering. Policymakers are taking note.
- Multinationals face the prospect of being sued for the willful destruction of our most expensive and irreplaceable asset.
- This underlying risk touches all elements of the global economy.

Time for an Optimized Whole System Design

- Unfortunately the path to sustainability has been marked by an ad-hoc approach which has often been at odds with itself.
 - This has been caused by:
 - Lack of clarity, vision, & transparency
 - Policy vs. Policy – policies are often at odds with each other because they are created in a vacuum.
 - “State” vs. “State” – self interest, lack of knowledge & experience causes unnecessary conflict.
 - EU vs. US, State vs. Federal Govt., US vs. China & India

Questions

- Is a central policy/standards registry required and if so what is the best way to achieve this?
- Should the OMG GRID model be promoted for this purpose?
- What is the attitude of the US Government and the G20 as it relates to a unified policy registry?

Questions

- Who are the entities taking a leading role?
- What role do or will social networks play in sustainability?
- How can regional technology NGOs be made more effective in this effort?
- If Government won't step up then what?
- What/Who is defined as expertise? Is this another Consultant Re-hiring Act of 2009?

Questions

- What is the state of Semantic Search technology and is this ultimately required to make sense of all of this information?
- Can Vendor proposed Green IT standards be trusted or should there be an Industry, Government, & Academic triad?
- Is there a formalized discussion of underlying liability & potential mitigation.

Solution

- Provide systems and services to business & government which defines, develops, executes, monitors & measures and improves the sustainability of the business in a transparent & cost effective manner.
- Incentive Driven Compliance – Using the power of the semantic network to find new ways of doing things that would not have been thought of if not for the network.

Solution

- Use of Open Source Policy & Standards registry based on OMG GRID model. Project in concert w/ Government, Business & Academia.
- SaaS which provides network based mapping showing best direction at least cost & risk to organization.
- Industry specific modules which customize analysis for particular requirements.



Pittsburgh Technology Council (partner)

- One of the oldest Green Initiatives in the US
- Deep relations with Large Companies and Academia.
- Desire to potentially host registry in concert with CMU & Pitt. – NSF Supercomputing Center
- SAIC & DOE National Energy Lab

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Thank you.