

Digital Business

A new approach that gets to the heart of business's technology needs. More space is devoted to our 'definitive' articles on the use, management, and investment in today's technology, plus thought leadership on best practice and IT that will shape tomorrow's organisations. Featured in this issue:

- **Green IT: what can it achieve in the digital age – and is it back on the agenda?**
- **When two systems meet: M&A and IT**
- **Can You Believe IT? A look ahead to technology that will change business**
- **Does IT work?**
- **First Ade: Demystification and practical advice on topics including security, green IT and mobility from Ade McCormack – plus readers' contributions**
- **What's New: Latest products and services from the vendors**
- **My Ideas: a senior business figure's thoughts on IT**
- **Perspectives: Alan Cane puts IT in the wider context**
- **View from the Valley: Chris Nuttall on the latest thinking**

The Financial Times proposes to publish the following FT Report on May 12 2010. Deadline for completion of articles: April 28.

We plan to include the following features (please note that this list is provisional):

To receive news of updates to our schedule, send your e-mail address to digitalbusiness@ft.com, with "UPDATE REQUEST" in the subject field.

Big Page Feature

Green IT: what can it achieve in the digital age?

International agreements tightening the screw on greenhouse gas emissions are one of the key drivers of a green approach towards IT. Fortunately, for many businesses, being green happily coincides with saving money on energy costs and, ideally,

increased efficiency and productivity. It also looks good in the social responsibility section of the annual report.

Digital technology's contribution to the world's total carbon emissions is estimated to be about 2 per cent and there has been much focus on how this can be reduced – especially by tweaking with data centre design, operation, management and cooling. This feature will take a brief look at trends in this area, including virtualisation, desktop power management, etc – but will quickly go on to ask: what can IT achieve in reducing carbon emissions elsewhere? It will take as its premise the idea that IT should become responsible for a rapidly increasing share of the world's greenhouse gases as it offers cleaner solutions to the industries that account for the other 98 per cent of global carbon.

The obvious areas in which IT removes or reduces the need for “dirty” alternatives include remote working, business travel, transportation, buildings and energy management, oil and gas exploration, payment systems, ticketing systems, printing and the use of paper, design and prototyping and countless more. For example it will assess the benefits of videoconferencing and mobility systems that greatly reduce the need for time-consuming, costly and carbon-creating executive travel. It will take examples, such as the remote monitoring of farmland or the level of waterholes, which saves them having to be visited regularly. It will consider how integrated stock monitoring systems can reduce unnecessary delivery journeys and how building management systems can report on and control the use and power consumption of machinery.

Crucially, this feature will also consider how IT can reduce the carbon emissions of the heaviest polluters around the globe. And it will ask what effect the recession has had on attitudes to green IT and whether it is now firmly back on the agenda.

1,500 words, writer TBA

Sidebar: Algorithmic efficiency

How many grams of carbon dioxide are released for each computing function? We look at how the trade-off of increasing IT's global share of greenhouses gases can be measured against the benefits it brings. **750 words, writer TBA**

Big Page Feature

When two technologies meet

There have been predictions that mergers and acquisitions could be about to take off again after a quiet spell during the recession. When such activity does resume, what sort of shape is business technology in and how will it cope when possibly clashing systems have to be merged?

This feature will look at how the technology teams need to prepare the ground for an IT merger, and how due diligence at this stage can affect the outcome. It will ask the following questions (and more):

- Which IT platform should be used and how is the decision made? Should it always be a “best of breed” approach? How easy is it to get today's systems to integrate or interface with each other?
- Is having a tight timetable an advantage in focusing minds and speeding decisions – clearing away the stalling that can result from normal corporate behaviour, such as meetings and approvals.
- Are businesses with agile and scalable IT architectures better placed to cope with the merger of two organisations' IT set-ups?

- What about the people? Is it best to integrate the technology teams? Are there often rivalries between the two merged IT teams that need to be dealt with? And can this be a positive force? If there are vested interests in particular ways of doing things, how can these be dealt with?
- Security, data leakage, information overload – what are the main challenges?
- How important is testing and training in the later stage?
- And overall – how important is the IT merger process? If it goes wrong does it threaten reputations and investment, and make customers and staff more likely to walk away? **1,400 words, writer TBA**

Issues for Business

NEW REGULAR FEATURE – Can You Believe IT?

A new series focusing on a new piece of surprising technology that could one day change the way businesses operate – or even the world. **Joia Shillingford, 600 words**

Does IT work

A look at how a particular aspect of IT is affecting businesses. **950 words**

NEW REGULAR FEATURE – First Ade

What can your business do to be better at IT? **Ade McCormack** begins a new regular feature that demystifies technology and offers easily digestible and practical guidance on how it can best be used. His rolling list of topics will include security, being green, mobility, and web strategy.

What's New: Launches and Updates Digest

Keeping general business abreast of the most interesting products and services. A selection of highlights to keep opinion-formers informed about the technology industry's output. **Geoff Nairn**

NB: A new edition of Geoff Nairn's What's New round-up appears every Tuesday at www.ft.com/digitalbusiness

Interviews / Ideas

My Ideas

Either: A senior executive or industry expert is interviewed about their relationship with technology; the importance they attach to IT in their business and their sector; how it can differentiate their company or provide it with competitive advantage; and whether their business sees IT as strategic or simply a cost. Or they put forward their own ideas in their own words. **1,200 words**

Valley View

Chris Nuttall's column that captures the colour and flavour of life in Silicon Valley.

Perspectives

Alan Cane, our regular columnist, places today's technology in context.

Editorial Information for FT Digital Business

Background information for articles or themes that have not yet been assigned to individual writers should be sent, by e-mail only please, to digitalbusiness@ft.com where they will be considered by Peter Whitehead, FT Digital Business editor. Please do not use individual e-mail addresses, fax numbers or post.

Once articles have been assigned (the synopses on the Digital Business pages of FT.com – accessible via ‘Looking Ahead’ link – will be updated), please send information directly to the writers concerned. Information on writers, and their email addresses, is available via the “Writers and Contacts” link at www.ft.com/digitalbusiness.

Advertisement Information

For further details of advertising opportunities, please contact:

James Aylott on +44 (0) 20 7873 3392, e-mail: james.aylott@ft.com

Stuart Wakeling on +44 (0) 20 7873 4129. e-mail: stuart.wakling@ft.com

Peter Oxner in the US on +1-917-279-8860, e-mail: peter.oxner@ft.com

Michiko Hayashi on +813 3581 2097, e-mail: michiko.hayashi@ft.co

Sam McBride on +1-212 641 6530, e-mail: sam.mcbride@ft.com.

Or your usual Financial Times representative.