



July 27, 2009

The ATIBA 'Green Earth' Challenge

ATIBA Technology Solutions, a business and technology consulting company that has provided consulting services to Fortune 100 and 500 companies around the globe, is announcing a new service offering that enhances their Business Transformation and Risk Management consulting practices – 'Transformational Green' Business Consulting.

The new service offering is designed to help businesses achieve transformational change through the integration of 'green initiatives' throughout the organization; transformation that will decrease operating costs, reduce an organization's carbon footprint and help save our planet by reducing pollution, contamination and the unsustainable use of our natural resources.

Business transformation is about managing change; it requires taking a holistic view of the organization and implementing practices that will sustain and improve the life of the corporation. Practices that help *Reframe* the corporate mind, *Restructure* the corporate body, *Revitalize* the corporate environment and *Renew* the corporate spirit.

"Eco-Consciousness" means using every asset wisely; opportunities exist within all organizations to increase energy efficiency, cut CO<sub>2</sub> emissions, decrease waste and save money. ATIBA's consulting services are both strategic and tactical – and they can complement other 'targeted' energy saving initiatives that may already be under way or under consideration.

"Business as usual" is no longer a viable business model – enhance your business sustainability while reducing operating costs *and* saving our planet. Become a leader in the ecological revolution by transforming your business today – take action - Go Green!

Let's make sure our natural resources remain clean and green and environmentally healthy long into the future. In an effort to make an ecological difference, ATIBA is challenging every organization to transform their business and IT operations to become more environmentally friendly – accept the challenge, take the pledge!

ATIBA will develop and maintain individual and regional scorecards to track and report progress so that we can all be proud of our contributions and success. Contact us about taking the 'Green Earth' Challenge!

To discuss how ATIBA's 'Green Earth' business transformation framework can help you save money *and* decrease your carbon footprint, contact Anita Rose, President of ATIBA Technology Solutions at 570.842.8144 or via email at [arose@atibatechnology.com](mailto:arose@atibatechnology.com). Or, visit the ATIBA website at [www.atibatechnology.com](http://www.atibatechnology.com).