

UpTick Increases Productivity While Caring for the Environment



UpTick's founding partner speaks about their recent installation of solar panels at the company's headquarters.

What made you decide to install solar panels?

The economics are attractive, particularly in light of today's energy costs. I think we need to do a lot of small things to solve the energy problem, not just massive government-initiated programs. Sunlight is free and our system, at maximum efficiency, will not only run our data center but will send power back into the grid. Enough of these small steps and there is one less power plant we need to build.

There is also the aspect of helping our clients. We save them a lot of material and energy. A recent study by one of our prospective clients indicated we would cut their cost 60%. No paper, no postage, none of the hassle normally associated with the traditional reporting process. We will produce over 100,000 reports this month and not a tree will be cut to make them, not an ounce of gas will be consumed in delivering them, and they will get to our customers' clients 3 to 6 weeks faster. Now it's all green, powered by the sun. We hope that makes them feel good because we sure do.

How much electricity do the panels produce?

We have ninety six 200 watt panels, or 19.2KW at peak efficiency.



The newly installed solar panels on the rooftop of UpTick's San Francisco headquarters.

On a scale of 1 to 100, how environmentally friendly would you say UpTick is?

I'd say we want to be in the low 90's. This is a big step forward. We aren't there yet. I am not sure you can be 100% or that it's cost effective. But I think it's realistic and feasible to be in the high 80's to low 90's. I think most companies are in the teens. We can do better than that. Go digital, get rid of paper, use solar, and telecommute. We are stewards of the earth and we need to take our stewardship seriously.

Do you foresee any other green initiatives for the company?

Yes, I do. I'd like to see how the solar works and increasingly replace our equipment infrastructure with lower energy ones. We have a lot of computers and they consume a lot of energy. I know it's a drop in the bucket but a million drops and pretty soon you are going to fill a good sized bucket.

Tom Elliott is UpTick's founding partner and a pioneer in the development of using advanced technology to create computer-generated commentary and financial reports.