



# Going Green

PMXpert Software

Protecting the environment is everyone's responsibility. At PMXpert Software, we want to do our part by conserving energy, minimizing waste, and recycling. With the goal of reducing our environmental impact, we have implemented the following Green Initiatives:

**Online Meetings and Web Conferencing:** In former days, meeting people face-to-face at their work site was the best way to demonstrate software to potential clients and provide technical support to current clients. However, air and car travel are costly in terms of money and environmental impact. We now use GoToMeeting, a web-conferencing and online meeting service that allows us to share a computer screen with clients without ever leaving the office. This means we can introduce our software to new clients and support it effectively with a significantly smaller carbon footprint.

**Online Resources:** Instead of printed manuals, we provide continuously updated PDF and online manuals, which reduce cost and waste, and ensure clients can always access the most up-to-date information.

**E-Marketing:** We have dramatically reduced the number of paper brochures sent to prospects and clients. We now send the vast majority of our marketing materials electronically.

**Print-on-Demand Only:** When we do require paper brochures and business cards for events such as trade shows, we print them on demand in limited quantities to reduce leftovers.

**Paper(less)work:** We have implemented an office management system that reduces the amount of paperwork. For example, we receive faxes electronically, and we send and store most intra-office documents without ever printing them.

**Software Downloads:** We deliver our software program electronically via email or website download. Software CDs are rendered obsolete almost the moment they are created, and require extra packaging and delivery services. If you want to create your own software CD (for backup purposes only, in accordance with the Program License Agreement), you can copy the .exe Application file to a CD.

**Recycling:** Since we are a software company, we do most of our work on computers, but when we do use paper, we recycle through the service provided at our location.

## The right thing to do

We have actually been following many of these initiatives for years, without thinking of them as "green". Protecting the environment is simply good business: reducing wasteful practices means reducing unnecessary costs to the business, the client, and the earth. While we encourage our clients and suppliers to "think green", we will still honor requests for a software download CD or a printed user manual for a service charge that covers the cost of printing, delivery, and administration.

If you have any questions or comments about our Green Initiatives, please email us at [Feedback@PMXpert.com](mailto:Feedback@PMXpert.com)

