



  
**softchoice**  
2009 Corporate  
Sustainability  
Report

Softchoice's not so secret  
strategy to building a  
great company

- Engaged employees
- A reduced environmental footprint
- Inspired customers
- A better worldwide community

  
softchoice



## Table of Contents

Five things we accomplished this year:

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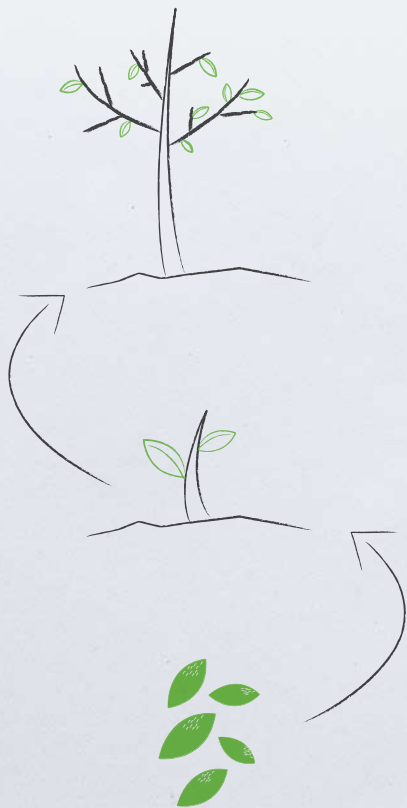
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This interactive report is meant to be viewed online. Please don't print.



The Softchoice CSR follows the format of the GRI.  
For more information please visit [www.globalreporting.org](http://www.globalreporting.org)



Built on  
our vision



*The original Softchoice green team*

## Built on our vision

The Softchoice green journey started with a group of five employees meeting over lunches to brainstorm ideas on how to reduce the environmental impact of our operations.

We saw the need for customers to get involved too, and wanted to figure out the role Softchoice had to play. Like any grass roots initiative we had a ton of ideas, no budget and few resources. Or so we thought. When more than 40 employees volunteered to help us retrofit our lighting system, we realized that “being green” was something that was embedded in the values of our people. From there the strategy really took off!

### *The foundation for a successful green strategy:*

- Senior management buy-in is essential and so is ensuring employees have a stake in your green strategy
- Communicating progress is just as important as the achievements themselves
- Investigate what your biggest environmental impacts are, and focus on those first
- Start with the low-hanging fruit, and use early wins to gain the momentum needed for larger-scale projects



## Letter from the CEO

### To our Customers, Employees, Partners and Shareholders

We will remember 2009 as the most challenging year in our history. At the same time, the global recession also provided the opportunity to test the merits of our strategy. In many ways this past year has given us a new appreciation for our focus on helping organizations transform their business through innovation. It has also shown us what a dedicated team can accomplish – not only in terms of business results but also in making our world a better place.

Technology is a critical force in enabling sustainable business practices. Of course, this past year we saw many organizations take steps to conserve capital by extending the lifecycle of their technology assets. Yet the extraordinary interest in data center efficiency also tells us that even in the face of spending constraints, organizations continue to look toward innovation to drive efficiency. We're seeing that many of the new approaches to IT management are also good for the environment.

Server virtualization is delivering computing power and simplifying IT management with an ease and efficiency unheard of even a few years ago. These technologies are also helping organizations reduce the amount of physical infrastructure and energy required to manage their day-to-day operations. Similarly, cloud computing models are offering greater flexibility, allowing companies to right-size their IT requirements based on the exact needs of the business. In many respects 'greening' the datacenter and creating business advantage are now one and the same.

Two years ago we said it was our goal to become the greenest supplier of IT solutions in North America. Our first area of focus was making it simple for customers to identify the most environmentally sustainable IT products. Now we are doing this and more. Today Softchoice leverages a bench of more than 150 pre-sales and professional services engineers to assess, design and implement solutions that pay dividends for our customers and our planet. From unified communications to data center optimization, our people are helping organizations everywhere enhance their business with the latest earth-friendly technologies.

Becoming the greenest supplier of IT solutions also means driving continuous improvements in the management of our own operations. To this end we began offering customers the option of

receiving their invoices electronically, thereby reducing the paper, printing and carbon emissions associated with these transactions. It is our goal to migrate 25 percent of our customers to electronic invoicing by the end of 2010. I am equally pleased to tell you we recently invited customers to choose consolidated shipping to further green the ordering process. By receiving items in a single shipment, together with our customers we will generate fewer deliveries, fewer invoices/delivery slips, and less freight packaging. Through this initiative we believe we can significantly reduce the environmental footprint of the average technology order.

Our people have accomplished a great deal. This past year members of the Softchoice Cares board embarked on our third mission to Africa. Using proceeds from employee fundraising activities, the team set up a power generator and satellite dish to provide internet access for a school in the town of Gashora, Rwanda. With generous contributions from Lenovo, Microsoft, Targus, Tripp Lite, and Symantec we also provided new laptops and software, giving students and adults in the community the opportunity to learn skills that will improve their prospects for future employment.

The theme of our report is about sharing. This spirit of collaboration is the reason we have accomplished as much as we have. With technology at the center, our focus on promoting sustainable IT practices and bridging the 'digital divide' has rallied people of all walks to work alongside us – from industry partners and customers, to prospective employees. More than just enabling us to make a bigger impact, this focus has and continues to imbue our organization with a clear mission and a clear sense of purpose.

I want to thank the people of Softchoice. Your leadership is a testament to what is possible when teamwork and innovation align to make life better for our customers and people around the world.

David MacDonald  
President and CEO



## Letter from Sustainability Manager

In 2009, only 170 organizations in North America filed a sustainability report within the guidelines of the Global Reporting Initiative (GRI) - the world's most widely used sustainability reporting framework. More than 80% of these are Fortune 500 organizations, and their environmental

footprint is quite significant. So what's a medium-sized, services-based business like Softchoice doing in the mix?

The truth is we were pretty overwhelmed when we first set out to 'go green' in 2007. There wasn't a roadmap to follow and most of the resources we found were geared toward large manufacturers. But we were undaunted and began our journey by figuring out what made the most sense for us.

Along the way we probably reinvented the wheel a few times over. But we had some early wins, too. We began by tackling the low-hanging fruit, like changing our light bulbs and improving our recycling. Then we examined our largest impact areas, like commuting and business travel, and created our Green Commute program and invested in Unified Communications technology.

The next step was to go bigger still. But since Softchoice leases all of its facilities and doesn't manufacture anything, it wasn't clear where to focus our energy. Then we had an epiphany. It resulted from a startling statistic: we learned that the carbon emissions of the global IT industry are equivalent to that of the entire airline industry combined. In one stroke we realized that the key to maximizing the impact of our sustainability efforts was in positively influencing our customers and industry.

Softchoice works with the IT departments of more than 19,000 organizations across North America. We have great partnerships and leverage in the industry. It is our belief that if we are able to help our customers take advantage of environmentally-responsible technology practices, we will have a much larger impact than if we just focused on greening our own operations.

That's how the Sustain-Enable strategy was born. We want to enable our customers to make the most environmentally sound decisions when selecting, acquiring and managing their technology.

The idea sparked EcoTech Solutions, and a host of tools and resources to help our customers develop and implement their own green IT strategies. Now we want to broaden Sustain-Enable even further.

As one of the only medium-sized organizations in North America to have a GRI published CSR, we think others can learn from our trials and tribulations. They shouldn't have to reinvent the wheel like we did. We believe any new green ideas should be spread, since they benefit everyone.

It is for these reasons that we have designed this year's CSR report as a notebook that links to many of the resources, surveys, forms, tips and tricks that we used to build our sustainability strategy. We've even engaged Softchoice Green Team members and employees to share their stories through video testimonials. Our goal in creating this document is to not only mark our progress, but to ensure those starting on the same path are able to benefit from our experiences.






We all share the same planet, and it is in desperate need of some TLC. And by working together we can all make a bigger difference!

I hope you enjoy taking a peak into our green team notebook for 2009!

Cheers,

Melissa

P.S. throughout the report you'll see symbols representing quick ideas we think you'll find useful:

 You can do it ▶	These are quick how-to's based on what worked for us.
 Low-hanging fruit ▶	Projects that are low cost and easy make for the best starting points.
 Use this ▶	Templates that you can download and use in your organization.
 Avoid our mistake ▶	Learn from our pitfalls.
 Learn more ▶	Links to more information on the subject.

## Our Green Team



The Green Team is one of the leadership development programs available at Softchoice. It started as a grass roots effort in 2007, and to this day involves employees from across the organization to work on green ideas. The Green Team is not only a great way to focus our energy, it also provides unique opportunities for employees to flex their leadership muscles and guide the strategy.

The Green Team's mandate is to reduce the impact of our business operations on the environment, and to inspire our customers, employees and partners to do the same.

## Meet our 2009 Green Team

Every company will have varying roles for their green team, and each role should evolve to reflect the objectives and company needs.



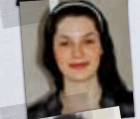
### Adam Galloway Green Supply Chain Lead

- Manages the rating and reporting of Softchoice's top suppliers.
- Seeks out environmentally-friendly options for major company purchases.
- Develops new ways to decrease the footprint of Softchoice's customer-facing supply chain.



### Krystal Kennedy Sustainable Technology Development

- Ensures Softchoice implements the same green IT solutions we recommend to customers.
- Researches and recruits green-focused technology vendors.
- Builds business cases for Softchoice IT projects and promotes their use among our sales representatives.



### Casey McCarthy All Remote Branches — Green Facilities Lead

- Promotes environmentally-sustainable practices across Softchoice's facilities, including remote branches.
- Responsible for tracking progress with respect to recycling and energy conservation efforts across the Company's branch network.



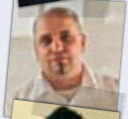
### Andrew Ratchford Call Centers — Green Facilities Lead

- Works with Softchoice's facilities department to drive improvements in all major call centers
- Tracks progress with respect to recycling and energy conservation efforts across the Company's call centers.



### Marcus Owens Communications & Branch Engagement

- Publishes Softchoice's monthly internal Green Report and contributes articles to the Company's customer-facing EcoTech newsletter.
- Keeps employees informed of any green events going on in their cities.
- Organizes employee engagement events like movie nights and special guest speakers.



### Michael Horning Sustainability Report Lead

- Collects all the relevant statistics and measures required for Softchoice's annual Corporate Sustainability Report.
- Ensures baseline measurements are established before the implementation of any green project.



### Dale Brennan eWaste Diversion & Industry Advocacy

- Works with Softchoice's IT department to ensure that all internal electronics are recycled in accordance with the latest environmental regulations.
- Promotes responsible recycling by communicating local programs and regulations to Softchoice branches and customers alike.



### Leanne Price Strategic Partnerships & Recognition

- Forms alliances and partnerships with environmental and industry organizations.
- Applies for awards/listings to raise awareness of Softchoice's sustainability efforts.



You can do it

## First steps to build your office green team

- Step 1** Identify employees who have demonstrated an interest supporting green initiatives
- Step 2** Coordinate a meeting to talk about specific roles and responsibilities for each member
- Step 3** Ensure manager-level support by aligning green team responsibilities with the employee's annual goals
- Step 4** Create a group email alias and a monthly eNewsletter to help the team communicate their projects and gather input



Use this







Walked the talk

Internal



The closest parking spots are reserved for carpoolers

## Walked the talk

A big focus of Softchoice's strategy is enabling our customers to green their IT infrastructure. At the same time, we recognize we must practice what we preach. When it comes to greening our operations, it's about finding projects that address areas where we can make the biggest difference while also engaging our employees.

Whether it's reducing energy consumption or eliminating waste generated by daily operations, we're taking real steps to minimize our environmental impact. Our goal is to become North America's IT supplier of choice for organizations looking to green their supply chain.

### How to foster a green culture:

- Create an email alias like greenteam@softchoice.com where employees can send green suggestions and feedback.
- Highlight a "green hero" every month that has done something to contribute to your green strategy.
- Everyone likes a good competition! Create a cross departmental challenge asking people to print less, bring waste-free lunches or shut off lights and computers at the end of the day.
- Get involved in local community events and create your own "green days" in your office where you can educate each other, share ideas and raise awareness.



Use this



## Things we focused on internally in 2009:

- Find the greenest suppliers and partners
- Reduce our waste
- Reduce our carbon emissions
- Cut energy use

### Find the greenest suppliers and partners

Softchoice's own operations and purchasing decisions have a direct effect on the environment. Our goal is to continually examine our supply chain to understand which suppliers have strong environmental policies in place. Through direct engagement and open communication, we work with our partners toward a shared vision of sustainable business practices.

Over the past two years we have worked with a variety of property management companies to create more sustainable work environments. In cases where a Softchoice office lease does not contain environmental sustainability clauses, we have taken the initiative to retrofit these office spaces.



Low-hanging fruit ▶



Use this ▶

#### Softchoice purchases all our paper towels and bathroom tissue from GreenShift

Green Shift is a facilitator of environmental stewardship, making it easy and cost-effective for organizations to be environmentally responsible. They focus on helping companies, through products and services, to be environmental leaders, and in turn, the growing power of influence, to leverage social and environmental justice. They accredit all companies who are a part of the Green Shift™ network for the greener world that we are helping to create.

## Softchoice TV

Recycled paper pads at Softchoice

### Get green all over

Through the grassroots efforts of local employees, many of Softchoice's offices are making constant improvements to our sustainability practices. Here are some examples from 2009:

- The Toronto office switched to USDA Organic coffee provided by a vendor with OCA Certification (Organic Crop Improvement Association) and practice sustainable coffee farming.
- St Louis and Denver use an office supply company named Pedro's Planet to provide the office with recycled office supplies and pickup recycled items when they deliver the products!
- Seattle uses 100% recycled copy paper and environmentally friendly cleaning products.
- In 2009 our Dallas location recycled 1225 lbs. of cardboard, 137 lbs. of glass and 95 lbs of plastic which saved 850 lbs. of CO<sub>2</sub> and 3393 kWh of energy.
- Our offices in New York and Norwalk collected old IT equipment and had it picked-up by an e-waste recycling company.
- Atlanta switched from energy guzzling 75 Watt light bulbs inside their boardroom to low-energy 16 Watt light bulbs, saving approximately 2974 kWh per year.



Toronto



St. Louis



Dallas



New York

## Reducing Waste

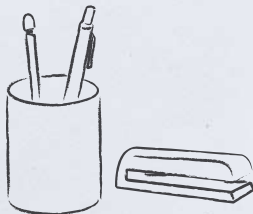
### Battery Recycling Initiative



Softchoice recognizes the importance of recycling all batteries, including batteries for laptops, cell phones and household use. Battery recycling boxes were placed in all locations across Canada and many US locations, resulting in a massive battery recycling drive for employees. Since this program rolled out in the summer of 2009 Softchoice employees brought in over 700 different types of batteries from their homes, to be disposed of properly by local e-waste companies.

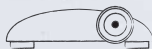
### Spring Cleaning!

We believe in reusing what we can. In the Spring of 2009 the Toronto office held a massive spring cleaning event in which all employees cleaned out their filing cabinets and all office supplies that were not being used were recycled back into the general office supply cabinet. The amount of supplies that were recovered was so great that most supplies were not needed to be reordered until the end of the year, resulting in savings of over \$60,000 in office supplies over 2008 spending.




### PrintLESS: The Toronto Projector Project

In analyzing Softchoice's Printelligence data, the tool that captures our printing habits and trends, we found that the Outbound Sales team prints more on average, mostly for handouts given on sales calls. An idea materialized that if we could increase the number of shared projectors allocated to each team, the amount of printing would decrease. Our aim is to make it easier to go paperless in customer presentations, and provide a better customer experience in the process. Our early estimates are that printing for Outbound Sales will decrease by 10%.



 Learn more ▶

 Low-hanging fruit ▶

Setting all printers to print duplex as a default will cut your paper use significantly. Users will still have the ability to print single sided, but most don't really need it.

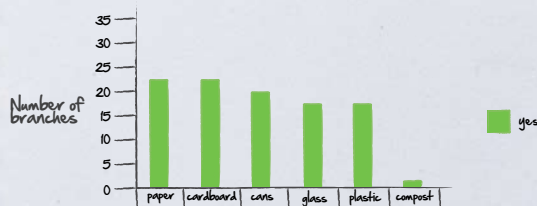
### Recycling

When we first embarked on our green strategy, only 43% of our 40+ facilities had any type of recycling program. Now we have driven great increases and have a detailed view of our recycling picture.



Our recycling bins are made of 100% recycled material

### Items recycled



 Use this ▶

## Reducing Carbon

### Promoting a better way "to" work

Softchoice's GreenCommute program is aimed to reduce the number of single-occupancy vehicles (SOVs) used to commute to Softchoice. Through these efforts we not only reduce carbon emissions, we help our employees save time, money and stress while lessening traffic congestion.

### Principles of the Softchoice GreenCommute Initiative

- Provide financial incentives to encourage the use of alternative forms of transit such as public transit, walking, carpooling and biking.
- Implement a standardized program with comparable benefits and subsidies across our locations.

Softchoice used to subsidize parking to employees across our office locations. On August 1, 2008, the launch of GreenCommute meant that employees who get to work by walking, biking or taking public transit, become eligible for a monthly subsidy.

The subsidy ranges from \$75 to \$90 per month, and is based on where an employee lives and the cost of taking public transit in that area. As part of the initiative, Softchoice announced that it would no longer subsidize parking for new employees, with the exception of individuals who work in an outbound sales capacity. At our Seattle and Toronto offices we have also reserved prime parking for employees who regularly carpool to work.

#### Softchoice TV

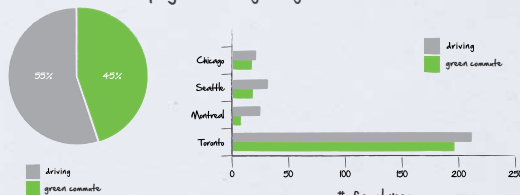
The Softchoice green commute program



Use this



### Softchoice US & Canada call centers: employees driving vs. green commute



Softchoice introduced a green commute subsidy program in Summer 2008, currently 252 employees are taking advantage. Any employee who takes a green commute method to work will receive a subsidy of the price of a transit pass in their area. This program is offered to any employee working in one of Softchoice's Sales Centers.



#### Avoid our mistake

For some employees, driving a single occupancy vehicle is necessary. Make sure your green commute encourages employees to try greener methods of travel whenever they can, and doesn't make them feel bad for the times when they can't.



#### You can do it

Establishing an effective commute program means understanding the reasons why employees commute the way that they do. Use an online survey tool to gather relevant information and to establish baseline measures to mark the impact of your efforts:

- Distance people travel to and from work
- Time it takes to go to and from work
- Main method of commuting (drive, carpool, bike, walk, transit)
- Main reason for choosing that method
- What it would take for them to switch to a greener method

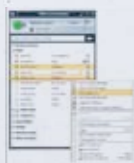
Thanks to our GreenCommute program, in 2009, we realized the following results:

- 45% of Softchoice employees take a green commute to work!
- 3739km's are not driven every day because of the green commute! (972, 140kms not driven every year!)

## Utilizing Microsoft Unified Communication Tools to reduce travel

In 2009 Softchoice implemented a Unified Communications (UC) strategy which allows employees in geographically distributed teams, mobile workers, and teleworkers to communicate and collaborate effectively anytime, from anywhere. It gave them the flexibility to access the people and information they need, whether they're across town or the country. UC integrates key business communication solutions into a single easy-to-use interface. Softchoice now utilizes UC technologies such as:

- Presence availability
- Web conferencing
- Video conferencing
- Instant messaging (IM)
- Secure, mobile e-mail
- Calendaring



### Cool Staff!

An estimated 20 - 30 million metric tons (MMT) of CO<sub>2</sub> emissions could be reduced in the U.S. by 2020 thanks to virtual meetings.

Softchoice Employees travelled 7,808,933 kms in air travel in 2008, and in 2009 after implementing a stricter travel policy and enabling online meetings with Unified Communications we were able to reduce our travel to 2,683,818 kms. This is a reduction of 66%.

### Softchoice TV

Creating virtual classrooms at Softchoice



Learn more



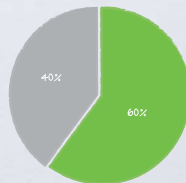
## Reducing Energy Use

Even though Softchoice leases all of our facilities, and doesn't see the direct results of energy savings on our hydro bills, we are still committed to reducing the energy that we use. We continually strive for increased energy efficiency in our lighting, computers and data centers.

### Energy efficient lighting projects this year:

- Atlanta switched from 75 Watt light bulbs inside their boardroom to low-energy 16 Watt light bulbs, saving approximately 2974 kWh per year.
- Toronto switched the T12 34 watt lighting in the Warehouse to T8 32 Watt lighting, this saves 272 kWh per year.

### Percentage of our Softchoice Offices with Energy Efficient Lighting



■ energy efficient lighting

■ non energy efficient lighting

This needs to improve!



Use this



## PC Power Management

Softchoice used a technology called Faronics PowerSave to measure PC energy use across our organization. Our first audit in 2008 indicated that, on average, 20 to 40 percent of PCs were being left on more or less 24 hours a day. As a result of the findings, we automated the powering down of any system that has been inactive for more than two hours. To avoid disruptions to the business, end users receive advance warning through onscreen prompts and the data associated with any open applications are automatically saved.

Since the rollout of PowerSave in 2008 Softchoice has reduced its energy consumption by 158,352 kWh per year, the equivalent of \$15,300 in utility savings.



### Avoid our mistake ▶

Make sure you consult with the business units that will be affected by this solution, especially when it comes to setting the amount of time a computer is inactive before it automatically shuts down. Thirty minutes may be ample time for someone in a customer service role but too little time for someone who is often in and out of meetings.\*



Learn more ▶

## Our EPEAT Environmental Benefits

Softchoice only uses EPEAT rated desktops, laptops and monitors in our offices. The environmental benefits of our purchases include:

- Saved enough energy to power 17 homes annually
- Reduced greenhouse gas emissions equal to removing 25 cars from the road/year
- Reduce primary materials usage equivalent to the weight of 2,783 refrigerators.
- Reduced toxic materials equivalent to the weight of 11 bricks

## Data Center Efficiency

Softchoice implemented VMware virtualization in our data center on 12 Hewlett Packard blade servers. Because of virtualization, we've been able to reduce the required servers in our data center from 238 physical boxes to 12 blade servers in three chassis. If we didn't have virtualization and blades we'd be running 238 servers at 585 watts or the equivalent of 139,230 watts. Because we consolidated servers and used energy efficient blades, we reduced our overall data center footprint to three blade chassis at 1100W or 3,300 watts. This is a energy savings of 97%!

### Selecting a green data center partner

Softchoice outsources some of our data center needs to the hosting company PEER 1. When selecting an offsite data center, make sure to find out what green initiatives they have in place.

### About PEER 1

PEER1 has a 41,000 square foot green data center in the Toronto area. One of the green technologies implemented in the data center are high efficiency chillers and water side economizers for free cooling during cooler months to reduce overall carbon footprint and provide lower energy consumption. PEER1 is also a member of the Green Grid, a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems. They provide industry-wide recommendations on best practices, metrics and technologies that will improve overall data center efficiencies.



Learn more ▶

Made it Easy



Customers





Helping our customers go green

## Made it Easy

Softchoice's Sustain-Enable strategy is about simplifying the world of Green IT so that it's easy for businesses to incorporate technology into their overall sustainability strategy.

Technology can play a role in many areas of a sustainability strategy

- Travel and commuting
- Energy consumption
- Paper usage
- Waste management
- Green purchasing policies



Assessment  
Take advantage of a complimentary assessment and create your customized Green IT roadmap.

Green product listing  
Use the first fully searchable Green IT product listing on [www.softchoice.com](http://www.softchoice.com) to find the world's most environmentally friendly products.

Reduce paper  
Request Softchoice e-invoicing to reduce paper waste.

Consolidate shipping  
Save money and reduce your carbon footprint. Request consolidated shipping options from your Softchoice account representative.

Safe disposal  
Ensure old systems don't end up in the wrong place. Use Safe and Friendly to the Environment disposal, available through Softchoice.

## Build your Green IT Strategy

### The EcoTech Assessment

New eco-friendly technologies and best practices are helping businesses raise their competitive advantage while reducing the environmental impact of their day-to-day operations. Softchoice's EcoTech Assessment makes it simple for our customers to identify the opportunities available to green their IT operations.



Conducted in person or via web conference, the free EcoTech Assessment is a consultative process designed to help organizations lay the foundations for a long-term green IT strategy. The process begins by helping customers identify the low-hanging fruit, as well as projects requiring a long-term commitment. It is our belief that organizations should start with what makes most sense for their unique needs and then use these early wins to help build momentum for larger successes.

#### Softchoice TV

What is a Softchoice EcoTech Assessment?

In 2009 Softchoice conducted 42 EcoTech Assessments with organizations across North America. These organizations represented over 75,000 computers across 30 different cities and ranged in size from small and mid-market companies with as few as 60 employees to some of North America's largest enterprises.



Low-hanging fruit ▶



Learn more ▶

## Find the greenest options

Softchoice offers a dedicated green IT information section on [www.softchoice.com](http://www.softchoice.com) called EcoTech Solutions. The website offers useful information on how organizations can reduce their IT carbon footprint and develop more sustainable IT practices.



The EcoTech solution provides free tools and calculators to help companies gauge their environmental impact, as well as resources such as e-newsletters to keep them up to date on the latest green news, changes in the law and new green IT products and solutions.

Our EcoTech Solutions provides tools and resources in these areas:



EcoMade



Paper-reducing



Energy-reducing  
technology



Travel-reducing  
technology



Data center  
efficiency



S.A.F.E hardware  
removal

In 2009 Softchoice customers have:

- Implemented PC Power Management on 35,381 PCs, turning them off when they aren't in use!
- Rolled out Print Management solutions to cut down printing from 10,000 PCs
- Invested over \$25 million in in virtualization to reduce the power and cooling



Learn more ▶

## EPEAT and Energy Star

Manufacturers have made significant strides in meeting the demand for more sustainable IT products and solutions. However, when it comes to making informed purchasing decisions, there continues to be a high degree of confusion in the marketplace.

Softchoice took a major step to address this issue with the launch of the world's first searchable EPEAT product registry. The addition of specialized search functionality to [www.softchoice.com](http://www.softchoice.com) gives IT purchasers the ability to easily identify and evaluate more than 1,500 unique products based on their environmental attributes. Key benchmarks used in the EPEAT product selection process include the elimination of toxic materials in the manufacturing process, product longevity, energy efficiency and ease of recycling. Complementing this capability, Softchoice added ENERGY STAR certified products to our website bringing our total roster of certified green IT products to more than 2,000.



You can do it

See if your current desktops, laptops and monitors are EPEAT or ENERGY STAR rated. It's as easy as going to [www.softchoice.com](http://www.softchoice.com) and putting your model number or SKU into the search box. If you see the EcoTech Logo beside your hardware that means that it is either ENERGY STAR or EPEAT rated! Click on the product to see the exact rating. You can also use the Environmental Standards filter when searching for any hardware.



Low-hanging fruit

Add EPEAT to your purchasing policy. Both the US and Canadian Federal governments have established policies to only acquire products with an EPEAT silver rating or higher. If you choose to do the same with your own purchasing policy, EPEAT will list your organization as a "Green IT purchaser" on their website!



Use this

## Environmental Benefits of Softchoice 2009 EPEAT Sales

Category	Level	QTY of units sold in 2008	QTY of units sold in 2009
Desktop Computer Units	Gold EPEAT	3153	3198
	Silver EPEAT	87	285
	Bronze EPEAT	0	0
Laptops /notebooks	Gold EPEAT	552	4072
	Silver EPEAT	3354	3807
	Bronze EPEAT	54	0
Monitors (LCD)	Gold EPEAT	595	2924
	Silver EPEAT	2822	3967
	Bronze EPEAT	266	8

In 2009, through the sales of EPEAT products Softchoice has:



Saved enough energy to power 286 homes annually



Reduced greenhouse gas emissions equal to removing 430 cars from the road/yr



Reduced primary materials usage equivalent to the weight of 46,652 refrigerators



Eliminated the use of toxic materials equivalent to the weight of 207 bricks



You can do it

Want your own EPEAT environmental benefits report? Softchoice can provide an EPEAT TechCheck to figure out how many EPEAT-registered products you have in your organization. We can also provide a customized environmental benefits report highlighting the positive impact, just like the one above.



Learn more

## Green your procurement and shipping

### Pay IT Green

In November 2009 Softchoice released a new electronic invoicing option. Electronic invoicing cuts down on paper and envelopes, printer energy use, ink as well as the carbon costs of mail delivery. Within the first two months eight percent of our customers have signed up and bid farewell to receiving their invoices through the mail. These customers represent a reduction of 25,000 sheets of paper and \$12,000 in cost savings.

#### Softchoice TV

Softchoice electronic invoicing



You can do it ▶

### Electronic Delivery

Selecting electronic delivery for software media means that you cut down on paper, CDs and the carbon associated with shipping them to you! When purchasing software many manufacturers offer the ability to have media delivered electronically. Ask your Softchoice Account Executive if this option exists for your next purchase.



Use this ▶

### Forecasting & Shortest Ship

Softchoice draws upon the largest network of technology product warehouses and configuration centers in North America. By pre-determining your hardware refresh cycle and giving us more lead time, we can ensure that the closest warehouse to you has the inventory required to fulfill your order.

### Consolidated Shipping

Softchoice now offers a "Consolidated Ship" option on all hardware purchases. Consolidated shipping means that we will reduce the number of shipments customers receive by shipping the order only when all the necessary items have been allocated. A single shipment means fewer trucks on the road and fewer packages for customers to track!

#### Softchoice TV

Softchoice Consolidated Shipping 101

An estimated \$150,000 was spent by Softchoice this past year on partially shipped orders due to backorders and product constraints. This resulted in 40,000+ pounds of carbon emissions that could have been avoided. Promoting complete and consolidated shipping is a priority at Softchoice. We have calculated an order allowing partial shipping causes 15% more shipments than one booked to ship complete. We are continuing to promote having orders ship complete internally for the cost savings and environmental benefits.



You can do it ▶

When you place your next hardware order with Softchoice...ask for the Consolidated Ship option!

## Disposal, done right!

If your machines are ready to throw out, think of a S.A.F.E. way to dispose of them

Industry watchdogs estimate that less than 10% of electronics are properly recycled, even if they have been given to an organization calling themselves a “recycler.” The rest of the machines end up in landfills, are incinerated, or exported to foreign countries. All of these practices pose serious threats to human and environmental health.

Knowing what to do with end-of-life hardware can be a costly and risk-intensive hassle for any enterprise. The decisions organizations make today can have significant repercussions on the environment, enterprise security, and even their bottom line. Through our S.A.F.E. (Secure And Friendly to the Environment) Hardware Removal Services, Softchoice provides a secure, cost-effective and environmentally safe solution to manage systems that have reached the end of their useful life.

### Softchoice TV

The Digital Dump: Exporting Re-use and Abuse to Africa



Low-hanging fruit



Make sure that you check what your electronics recycler is doing with your assets. If you don't know what questions to ask, use the Softchoice S.A.F.E. requirements.



Use this



## An organization that is doing the right thing when it comes to Electronic Waste

Cricket Communications, one of the US's top wireless providers, worked with Softchoice to safely dispose of 2,000 end of life IT assets nationwide. Cricket received a Certificate of Indemnification, effectively removing the risk associated with largescale asset disposal and providing auditable proof that they are serious about environmental responsibility.



Learn more





Gave Back



Softchoice Cares Rwanda Computer Lab

## Gave Back

Technological innovation continues to enhance business and our quality of life. However, continuous advancements in IT have led to increasing amounts of electronic waste (e-waste) and a growing technological disparity between developed and developing nations. In addition to being a leading advocate for IT sustainability, through Softchoice Cares we have continued to focus our philanthropic giving on causes that ensure people around the world have access to technology and the means for a better life.

### Keys to a successful philanthropic strategy:

- Align your cause to your core business
- Get employees to lead the charge
- Focus as much on employee involvement as you do on dollars raised
- Get your communities, partners and customers involved

## Making technology accessible

Softchoice Cares is an employee-led philanthropic initiative with two primary goals:

1. Supporting charitable organizations focused on delivering technology to third-world countries through various fundraising activities.
2. Creating opportunities for employees to contribute their time and energy to social causes, whether by participating in Softchoice events or by serving as members of the Softchoice Cares Board.

### Softchoice TV

Softchoice Cares "One Day" Video

The potential for technology to transform education and improve prospects for future employment is enormous. Nowhere is this more important or more needed than in third-world countries where limited access to computers creates barriers to learning new skills. Through Softchoice Cares, our people have rallied to the cause, aligning our philanthropic efforts to the core focus of our business. Our goal is to create opportunities to enhance education, further skills training and improve prospects for employment. Thanks to our employees, thousands of people around the world now have a powerful incentive to stay in school and lay the foundation for a more promising future.

## The Softchoice Cares Board

### Our Inspiration

Peggie Pelosi and her book *Corporate Karma* was the inspiration that led us to align our corporate giving program to the core of what our business is about, technology. Peggie was a great help in guiding the Softchoice Cares board to understand how to better engage fellow employees and get them involved in the cause.

100% of net proceeds of *Corporate Karma* are donated to a number of foundations and humanitarian organizations that support local and international leadership and economic development programs for women and children.

In the wake of the tragic tsunami of 2004, more than 500,000 Sri Lankans were left homeless. In response, Softchoice employees rallied together to make a difference. Each department formed a team and challenged each other to see who could raise the most money. Through countless fundraisers – including bake sales and karaoke nights and even a mechanical bull-riding competition – the foundation was laid for what would ultimately become Softchoice Cares.

Today, Softchoice Cares is spearheaded by the Softchoice Cares Board – a group of handpicked employees who guide the company's philanthropic initiatives. Members undergo an application process and are appointed by Senior Management to serve an 18-month term.



Use this



Peter Cibula  
2009 Softchoice Cares  
Board Chairman



## Our Impact in 2009

- 100% branch/department involvement
- 50% branch/department using volunteer days
- 15% Funds raised from non SCC Employees

## Computer Labs funded around the world



Gashora, Rwanda	Haenertsburg, South Africa	Libreville, Gabon
<ul style="list-style-type: none"><li>• Built in partnership with Developing World Connections</li><li>• Cost to build: \$25,000</li><li>• This computer lab will provide technology access to 5,000 people.</li></ul>	<ul style="list-style-type: none"><li>• Built in partnership with One Laptop per Child</li><li>• Cost to Build: \$30,000</li><li>• This project will provide laptops and technology training to three schools and 3,000 people</li></ul>	<ul style="list-style-type: none"><li>• Built in partnership with One Laptop per Child</li><li>• Cost to Build: \$30,000</li><li>• This project provided laptops and technology training one school and 1000 people</li></ul>

## International Volunteer Missions

The Softchoice Cares board spent two weeks in Rwanda helping to lay the foundation for a successful community. The team set up a generator and satellite dish to provide power and internet access and outfitted a classroom with new laptops and software. They also worked closely with school's staff to ensure the teachers were well prepared to incorporate computer instruction into their lessons.

## Softchoice provided the town of Gashora with:

- New technology
- Internet for 3 years
- Power for the classroom
- New desks and chairs for the classroom
- Computer education workbooks and computer games
- A new basketball court the team built by hand with members of the community
- Other donations including medical supplies, sports equipment, children's toys, crayons and much, much more!



Learn more



## Volunteering in our local communities

Whether they are a part of the Softchoice Cares Board or simply looking to do their part, our people have inspired us with their willingness to contribute to the greater good. Here are some examples:



The Corporate Marketing team spent two afternoons volunteering with Oneact City helping to clean and maintain a local youth garden. Through this program, people without access to their own green space are given a small plot of land to grow vegetables and enjoy the pleasures of gardening. For many, it's an important opportunity to maintain a connection to the land and the food we eat.



In October, the Toronto HR Team spent a day volunteering with a Habitat for Humanity residential build. When these homes are finished, they will be sold to families in the city who would not otherwise have access to quality affordable housing.



Every December employees from Softchoice's Chicago office team up with a local Boys and Girls club to give children from some of the neediest communities in the city a holiday party to remember. More than just good cheer, members of the team are making a lasting impact by mentoring Chicago youth at other chapters as well.



The Dallas Branch partnered with the local Cisco team to participate in a Habitat for Humanity build.

### Fundraising and creativity in action

Our employees showed their resolve to make a positive impact by raising more than \$140,000 for Softchoice Cares through a variety of fundraising activities. The following is only a small sample of the many projects our employees have led in 2009.



### Chili Cook-off!

The Six Sigma Team volunteered their time to plan and host Softchoice's second chili cook-off. The event allowed over one hundred people to gather to debate the merits of great chili and gain an appreciation for the hidden talents of their co-workers. The cook-off raised over \$3000 for Softchoice Cares and brought people together from across the Toronto office.



### Who's the smartest at Softchoice?

Trivia nights have raised over \$15,000 for Softchoice causes, and have become a tradition every spring and fall. We have amazing support from our vendor partners who sponsor the food and drink, so that 100% of the team registration fees goes to Softchoice Cares. Local businesses donate prizes for each round, and we fill the local Irish Pub with over 25 teams of 6 people competing for the title of Smartest at Softchoice.



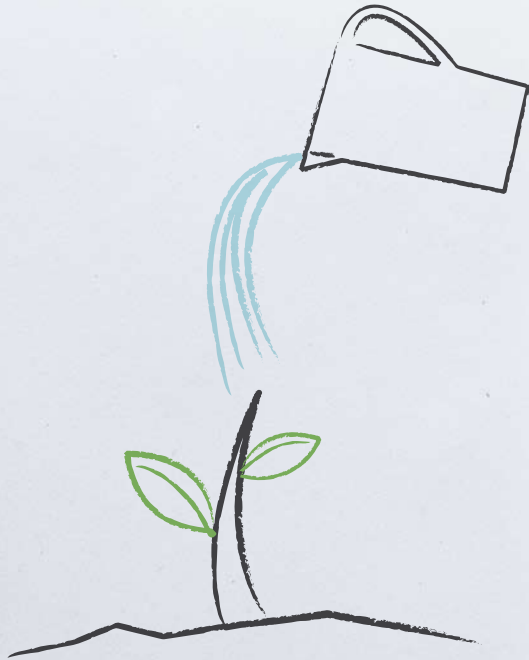
### How much would you pay to see your manager in a chicken suit?

Our Chicago, Toronto, Seattle and Atlanta offices ran a fundraiser where employees donated \$1 to nominate their manager to wear a chicken suit. The manager in each city that had the most \$1 nominations had to wear the chicken suit in front of the entire company. Who knew a chicken suit could raise over \$2000 for Softchoice Cares!!



Use this





Nurtured the team



Showing our true colors

## Nurtured the team

Jone Panavas, one of Softchoice's co-founders, had a vision to build a different type of work culture - one where employees didn't check their personalities at the door and could be themselves at work. She espoused a philosophy centered on integrity, passion and individual responsibility.

### Secrets for an engaged workforce

- Get employees involved in open communication with upper management
- Training programs and career mapping are key to employees seeing themselves with you for a long time
- Employees must trust and feel committed to their coworkers. This enables them to take risks and stretch for excellence
- Focus on your employee's strengths - those who get to do what they do best every day excel. Focusing on improving weaknesses is a losing proposition

## The great team I get to work with every day

### Workplace Diversity

Softchoice is committed to promoting diversity in our workplace and supporting the values of equal opportunity employment. To further these values, we have created an Employment Equity Program based on guidelines set out by Human Resources and Skills Development Canada (HRSDC). We have a committee in place consisting of Softchoice managers and employees to monitor our efforts at promoting these issues on an ongoing basis.

### Compensation and Benefits

Our compensation philosophy is based on attracting, retaining and motivating strong individuals and matching their compensation to their personal performance, as well as to the performance of Softchoice as a whole. Since roughly 65 percent of Softchoice's business is conducted in the United States, we consider compensation in the context of the broader North American market.

Softchoice pegs base salaries to benchmarks that are linked to market performance within the industry, as well as to the cities or regions where our employees reside. These benchmarks are regularly reassessed to ensure that the compensation we offer is competitive. This has allowed Softchoice to draw talent from the top tier of potential candidates.

Our bonus structure is based on the philosophy of "paying for performance." Promotions and pay increases are always merit-based. Employees and their managers set individual goals, which are reviewed twice annually. Bonuses are determined based on an employee's performance in relation to these predetermined goals. Softchoice also has a Long Term Incentive Plan (LTIP) for executives. We constantly reassess our LTIP to ensure that it is on par with industry levels.

Total Full-time Employees			Total Employee Wages
	CAD	US	
2007	553	226	50,980,483.73
2008	448	398	91,079,839.34
2009	486	381	79,696,594.46

## I ♥ working at Softchoice

Our corporate sales centers and branch offices are typically located in major urban centers. This ensures ready access to a pool of skilled and highly educated candidates. We view our facilities as an extension of our unique corporate culture. Through open-concept loft-style spaces, we seek to promote a warm, comfortable environment that encourages the free exchange of ideas. That means providing spaces that offer plenty of elbow room and informal meeting areas where employees can connect on business or catch up with their co-workers. We continue to make significant investments to create a consistent feel across all of our locations.

Our Toronto headquarters has a large lunchroom with comfortable lounge-style seating and a multimedia center to encourage employees to leave their desks and socialize with each other. There is also a quiet room where employees can spend downtime and an in-house gym to encourage our people to integrate fitness into their daily routine.

Softchoice has also maintained a number of unique traditions that we believe contribute to a vibrant work environment. In most offices, employees are free to bring their dog to work, and once a month we offer refreshments and snacks to all employees, providing an opportunity to celebrate our accomplishments together. While relatively small details, taken together, these initiatives ensure Softchoice remains not just a place to work, but also a place to socialize, relax and stay healthy.



Name: **Lebowski Eddison**

Age: **4**

Breed: **Bullmastiff**

Favorite things about coming to the office: **getting to spend all day with his Mom & Dad, napping in the sun, getting visits from his friends (both doggies and people), getting petted at every opportunity and parading around with his wookiee (stuffed bear)**

## Finding that right balance

Ensuring a healthy work/life balance among employees is an essential component of our success. To help reduce stress and promote overall health, we encourage our people to live an active lifestyle. We also have an employee gym on-site in our Toronto headquarters that is open for use seven days a week from 6:00 a.m. to 10:00 p.m.

Softchoice offers complete benefit packages, including allowances for massage and alternative medicine, as well eye care and full dental coverage. With respect to sick time, we recognize that the personal circumstances vary from one employee to the next. For this reason we do not maintain a stringent policy. When employees fall ill, they are encouraged to stay at home and take care of themselves. This policy helps stop the spread of illness within the office and often leads to swifter recovery times. Should employees be away for more than five consecutive business days, they may be entitled to receive Short Term Disability pay at 100% of their base pay for a period of 30 days. Our Long Term Disability program covers employees at 60 percent of what they earned the previous year.

To reduce stress and help our people balance their home and professional lives, we also offer an employee assistance program (EAP). This program provides lifestyle and stress management expertise, in addition to personal counseling.



Our Gym

Foosball table  
in our lunch room



## Room to grow

Softchoice dedicates considerable resources to the learning and development of our people. In a tough economic year, Softchoice continued this commitment by investing almost \$900,000 in employee development programs.

Softchoice uses a combination of internal coaches and external partners to deliver training on a variety of topics – from solution selling and new account prospecting to other initiatives that ensure our Sales, IT, HR, Finance, Professional Services and Enterprise Architects are up to date with the latest industry certifications and designations.

Beyond hard skills development, we place special emphasis on identifying and nurturing the current and future leaders of our organization. Our Morpheus program is aimed at high-potential employees who are in the early stages of their careers at Softchoice. This program focuses on enhancing competencies such self awareness, personal mastery and strengths development, which are particularly important for people who operate in an individual contributor capacity and are destined to be the future leaders of our organization.



2009 demonstrated an important shift in Softchoice development strategy. Three new e-learning platforms were launched in 2009 with the goal of bringing just-in-time learning and universal access to programs and courses to our entire population. All full time employees were given access to over 700 Business Skills courses ranging from Microsoft Office to Business Communication to Six Sigma to Coaching. In 2009, Softchoice employees completed 5,046 hours-worth of online course hours on one of these platforms alone, representing an average of approximately 6 hours per employee. This “universal access” approach to learning will now become a cultural mainstay at Softchoice, and we know that the reduced amount of travel to attend classroom programs will have significant benefits to our carbon footprint across our North American branch network.

## Secrets to a successful e-learning program

**Don't over-buy!** Approximately 45% of Softchoice's population logged into the e-learning system in its' first year. This is above industry average, so you can safely assume that 60% of your population will not take advantage in the first year.

**Management support, management support, management support!** If an employee's manager isn't inspired by the system, doesn't see value in the system, or doesn't talk about the system... why would their employee? Any direct ties to their performance review also help usage dramatically.

**Make it fun!** Never forget that learning is positive for all involved. Make sure there are draw prizes or incentives that acknowledge & reward specific levels of engagement with the system.

If this is your first time, strongly **consider a 1-year agreement.** Give yourself one year to truly assess the readiness of your company for e-learning, and to make sure that the partner you selected is delivering on their vision and promises.

## Your 15 minutes of fame

Recognition is an essential element in our culture. Over the years Softchoice has developed a number of high-profile awards to encourage our people to set the bar high and reach for it every day. Open to all employees, the Softchoice President's Club trip rewards the most outstanding individuals annually with an all-expense-paid trip to an exotic location. While enjoying first-rate accommodations, fun activities and great food, President's Club winners have plenty of time to interact with each other, as well as Softchoice's President and senior leadership team.

### Softchoice TV

The Softchoice "Te Unacked"

At our annual launch event in January, we recognize 12 people in our organization with Softchoice's highest honor, the Jone Panavas Leadership Award. This is given to individuals who embody the values of the organization and who go above and beyond in their day-to-day role. Recipients are typically sought-after in their own departments and across Softchoice for their expertise, guidance and natural leadership. The Jone Panavas Leadership Award automatically qualifies winners for inclusion in Softchoice's annual President's Club rewards trip.

One of the best rewards Softchoice offers our employees is the opportunity to forge an exciting career through rapid promotion. With more than 40 branch offices across North America, many employees are given the opportunity to relocate to new cities as they continue to advance their careers.



### Ron Punch's 12 year Career Path

"After first starting at Softchoice within 3 months I won the Inside Sales Rookie award. That first award ignited a fire in me because I realized that the sky was the limit and it was up to me if I wanted to succeed.

Early in my career I realized that Softchoice didn't mind if you made mistakes as long as you learned from them. I also found that if you worked hard and showed a willingness to learn, you would be able to work in other parts of the business. Many organizations do not give you that unique opportunity. I could get my MBA, so to speak, without actually leaving work and paying the money to get it."

Inside Sales Rep - Inside Sales Supervisor - Account Receivable Supervisor - AR Manager - Six Sigma Team - Telesales Manager - Master Data Manager



Use this



## Corporate Governance

Building trust and ensuring transparency are the foundations for strong relationships between Softchoice and our stakeholders. Our Board of Directors is the cornerstone of Softchoice's governance system.

Softchoice Directors are elected by, and accountable to, our shareholders. They are ultimately responsible for the stewardship of our company and protecting and enhancing Softchoice's business. The mandate of the Board includes strategic planning, identifying and managing risk and enforcing Softchoice's standards for ethical conduct. Board members are drawn from outside the organization to ensure balanced and independent oversight. Our Directors have been carefully selected for their financial and business acumen as well as their expertise in corporate governance issues. Softchoice invests significant time and resources to ensure each member has a strong working knowledge of our business and industry. As part of the orientation process, Directors hold meetings with executives of the company to review functional areas as well as related success factors and performance metrics. We also host meetings with strategic partners to enhance the Board's understanding of our industry and the major developments affecting the direction and execution of Softchoice's growth strategy.

Our people are important stakeholders in ensuring Softchoice meets the highest standards for ethical behavior and transparency. We have adopted an official code of conduct which employees sign to acknowledge their willingness to comply with Softchoice policies relating to issues such as avoiding conflict of interest, fair competition and maintaining a safe and healthy work environment. Softchoice has also implemented a whistleblower policy to encourage employees, officers, and directors to bring forward any issues relating to breaches of the code of conduct.

## How we did in 2009

### Ten-Year Financial Summary

(In thousands of U.S. dollars, except per share amounts)

	Dec. 31 09	Dec. 31 08	Dec. 31 07	Dec. 31 06	Dec. 31 05	Dec. 31 04*	Dec. 31 03*	Dec. 31 02*	Dec. 31 01*	Mar. 31 01*
Revenue	\$1,600,248	\$1,244,295	\$777,082	\$703,237	\$639,482	\$477,935	\$390,793	\$420,006	\$254,343	\$262,575
Gross profit as a percentage of revenue	14.2%	13.8%	16.1%	14.0%	12.7%	13.3%	12.0%	12.6%	12.2%	11.3%
Gross profit per customer	9.3	8.6	7.8	6.6	5.4	4.5	3.8	4.4	2.7	2.5
Net earnings	22,263	(14,388)	21,997	15,930	13,108	9,731	3,118	9,554	3,258	1,583
Return on equity	1.26	(0.82)	1.27	0.93	0.76	0.57	0.18	0.56	0.20	0.10
Total assets	294,189	355,761	319,826	187,254	123,485	103,523	114,797	103,581	79,681	73,214
Cash flow from operations	33,131	30,880	35,064	11,470	4,021	10,232	3,654	11,367	9,844	(57)
Number of offices	44	45	41	34	32	32	33	32	34	33
Number of employees	874	897	795	624	604	463	436	456	426	424

Notes:

\* In 2001, Softchoice changed its fiscal year-end from March 31 to December 31. As a result, information for the period ended December 31, 2001 is for a nine-month period only.

\* All figures have been restated in U.S. dollars and are unaudited.

### Industry Excellence

<b>Microsoft</b>	<ul style="list-style-type: none"> <li>Gold Certified Partner</li> <li>Large Account Reseller</li> <li>Enterprise Software Advisor</li> </ul>	<b>Symantec</b>	<ul style="list-style-type: none"> <li>Enterprise Sales Partner</li> </ul>
<b>HP</b>	<ul style="list-style-type: none"> <li>Elite Partner (US)</li> <li>Prefereed Partner (CAN)</li> </ul>	<b>Lenovo</b>	<ul style="list-style-type: none"> <li>Platinum Partner</li> </ul>
<b>Cisco</b>	<ul style="list-style-type: none"> <li>Gold-Certified (US/CAN)</li> </ul>	<b>Adobe</b>	<ul style="list-style-type: none"> <li>Gold Large Account Reseller</li> </ul>
<b>IBM</b>	<ul style="list-style-type: none"> <li>Platinum Partner</li> </ul>	<b>VMware</b>	<ul style="list-style-type: none"> <li>Premier Partner</li> <li>Certified VCP</li> </ul>



Learn more





## GRI Index and About this Report

- Data in the Softchoice Corporate Sustainability Report is based on the 2009 calendar year, unless stated otherwise.
- This report covers Softchoice's operations North America wide, unless otherwise stated in the relevant section.
- Many factors were considered in determining the contents of this report, including industry, and external guidelines such as the Global Reporting Initiative (GRI) G3 Sustainability Reporting Guidelines.
- Softchoice plans to release its next Sustainability Report in 2011.
- Currency is stated in U.S. dollars.

Strategy & Analysis		
Item	Description	Location in the Report
1.1	Statement from the most senior decision-maker of the organization about the relevance of sustainability to the organization and its strategy.	CEO Letter
1.2	Description of key impacts, risks, and opportunities.	CEO Letter
Organizational Profile		
Item	Description	Location in the Report
2.1	Name of the organization	Who we are
2.2	Primary brands, products, and/or services	Who we are, EcoTech Solutions
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	Who we are
2.4	Location of the organization's headquarters.	Who we are
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	Who we are
2.6	Nature of ownership and legal form.	Who we are
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	Who we are
2.8	Scale of the reporting organization.	Annual Report
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	Annual Report
2.10	Awards received in the reporting period.	About Softchoice
Report Parameters		
Item	Description	Location in the Report
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	About this Report
3.2	Date of most recent previous report (if any).	April 22 <sup>nd</sup> , 2009

3.3	Reporting cycle (annual, biennial, etc.)	Annual
3.4	Contact point for questions regarding the report or its contents.	greenteam@softchoice.com
3.5	Process for defining report content.	About this Report
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers).	About this Report
3.7	State any specific limitations on the scope or boundary of the report (see completeness principle for explanation of scope).	Noted in Relevant Sections
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	About this Report
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/periods, nature of business, measurement methods).	None
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	None
3.12	Table identifying the location of the Standard Disclosures in the report.	GRI Index
Governance, Commitments, and Engagement		
Item	Description	Location in the Report
4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	Corporate Governance

4.2	Indicate whether the Chair of the highest governance body is also an executive officer (and, if so, their function within the organization's management and the reasons for this arrangement).	Corporate Governance
4.3	For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members.	Corporate Governance
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	Corporate Governance
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	SustainEnable Website
4.13	Memberships in associations (such as industry associations) and/or national/international advocacy organizations.	Climate Savers Computing Initiative, & the ThinkGreen Alliance
4.14	List of stakeholder groups engaged by the organization.	Softchoice's stakeholders include shareholders, employees, customers and prospective customers, vendors, strategic partners, and distributors.
<b>Economic</b>		
Item	Description	Location in the Report
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	How we did in 2009, Annual Report
EC3	Coverage of the organization's defined benefit plan obligations.	Annual Report

<b>Environmental</b>		
Item	Description	Location in the Report
EN1	Materials used by weight or volume.	Walk the Talk
EN2	Percentage of materials used that are recycled input materials.	Walk the Talk
EN5	Energy saved due to conservation and efficiency improvements.	Cut Energy Use
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	Cut Energy Use
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	Cut Energy Use
EN13	Habitats protected or restored.	Employee Volunteerism
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	Reduce Carbon Emission
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	EcoTech Solutions
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	SAFE Hardware Disposal
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	Reduce Carbon Emission
<b>Labor Practices and Decent Work</b>		
Item	Description	Location in the Report
LA1	Total workforce by employment type, employment contract, and region.	Employee Demographics
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	Compensation & Benefits
LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	Room to Grow

LA10	Average hours of training per year per employee by employee category.	Room to Grow
LA12	Percentage of employees receiving regular performance and career development reviews.	Room to Grow, 15 minutes of fame
<b>Society</b>		
Item	Description	Location in the Report
S01	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting.	Softchoice Cares
S05	Public policy positions and participation in public policy development and lobbying.	Softchoice Cares
<b>Product Responsibility</b>		
Item	Description	Location in the Report
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	EPEAT and Energy Star Searches
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	Annual Report
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	EPEAT and Energy Star Searches

