

Report: The peak oil problem and the CRM solution

Peak oil: When planet Earth reaches the maximum rate of global petroleum extraction, after which the rate of production enters terminal decline. Some say it has already happened, some believe will within the next 50 years, and some deny the possibility all together.

By any measure, though, it is a scary concept around which consultants, scientists and survival groups have coalesced.

The tech industry is no exception; in general, there are any number of examples of tech companies providing energy-efficient products to customers.

Interestingly, there have been few attempts to size the impact the energy crisis, in general - and peak oil, specifically - will have both on the tech industry, which is recalibrating its products to answer demand, and the companies that are investing in these products.

The latter can be particularly difficult to estimate, Beagle Research Group Principal Denis Pombriant told *CRM Buyer*. "As liquid fuel becomes more expensive, you have to constantly recalibrate the numbers around the potential savings and potential opportunities."

[Read the full article here.](#)