



Go green with cloud computing

Reduce your organization's IT carbon footprint, electricity consumption and overall costs by leveraging the cloud's economies of scale

➔ *On-premise vs. in the cloud*

The growth of IT across organizations is resulting in more applications, hardware and equipment being used. Because it's difficult to understand and predict growth and peak loads, IT departments usually deploy more servers, networking and storage infrastructure than it is actually needed to meet application demands. All of this translates into higher costs for businesses and a bigger environmental impact caused by technology.

Businesses that fail to offer green services and meet carbon reduction compliance run the risk of losing customers and tarnishing their green credentials. By running your infrastructure in the cloud (a shared data center facility), you can significantly reduce your CO2 footprint, energy consumption and reduce overall costs.



*Cloud computing can help companies realize **\$12.3 billion** in energy savings and **85.7 million** metric tons of **CO2 savings** annually by 2020.*

Carbon Disclosure Project (CDP) conducted by Verdantix, an independent research and consulting firm with expertise in EH&S, energy and sustainability markets



By 2020, big businesses with 100+ employees using 1 or more applications in the cloud will account for:

90%

reduction of global emissions

38%

reduction in overall energy expenditure

\$12.3

reduction in overall energy expenditure

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→ How the cloud can help

Consolidating corporate IT environments into a shared infrastructure available over the Internet (cloud computing) can drive down carbon emissions and energy costs.

→ Dynamic provisioning

Resource allocation is aligned with the actual demand for business applications.

→ Multi-tenancy

Applications can run on a centralized server and be shared between multiple

→ Increased utilization

Servers run at higher and more stable utilization levels than on-premise operations.



→ Business benefits

→ Reduce electricity consumption in the server room

Letting professional cloud service providers take care of your IT infrastructure reduces the need for on-premise equipment and server rooms, all of which require power to operate equipment and lighting and maintain a constant temperature for the equipment.

→ Focus on revenue-generating activities

Resources that would be spent on the infrastructure and hardware maintenance can instead be redirected toward core business activities and innovation.

→ Decrease capital expenditure

Subscribing to cloud services eliminates the need for replacing capital expenditures on a regular basis.

To learn more about how cloud computing can drive energy savings and reduce your IT carbon footprint, contact our cloud experts. Our consultants will work with you to develop and implement a long-term green strategy to reduce the environmental impact of your IT through more sustainable operations.



**TALK TO
OUR CLOUD
EXPERT**