

The Top Approaches to Turning a Sustainable IT Strategy into Business Success

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How do companies benefit from a more sustainable IT strategy?



41%
Improve
profitability



32%
Streamline the
innovation process



28%
Meet regulatory
requirements



27%
Improve operational
efficiency



26%
Lower energy-
related costs

Source: IDC, European Custom Survey, July 2022 (n = 500)

Sustainable and efficient IT is a core driver of business success

The world is shifting to a digital economy. A capable digital infrastructure has become a key part of the modern business model, as this helps to drive revenue growth and profitability.

This infrastructure also helps to create innovative new digitally driven goods and services with enhanced customer experience. These strengthen interactions and relationships with customers over time, shifting from transactional sales to relationship- and subscription-driven models.

As IT has become more embedded across the business, so too has the impact of its carbon footprint.

Sustainability is the number 2 priority for CIOs in Europe, right behind operational efficiency, according to participants at the CIO Summit organized by IDC.

**“Actually sustainability is second to none as it is one of the means to achieve efficiency in operations”
said Vlad Kroa, Sustainability AVP, Europe**

This has become more acute as energy costs increase and are predicted to stay high for the foreseeable future.

If nothing is done to transform IT infrastructure and operations, the hikes in power-related costs will drive up IT operating costs and cut into profitability and budgets to invest in further digital capabilities.

Although it’s an important driver, investing in sustainability and efficiency purely to meet regulatory requirements would be a wasted opportunity, as the capabilities it brings have a significant impact on business success.

Investment in modern, intelligently automated infrastructure helps lower energy costs and enables better operational efficiencies throughout the business — directly improving profitability.

This intelligent automation also streamlines the innovation process, helping these digitally advanced companies to adapt to changing markets and drive revenue growth.

To find out more about improving your IT infrastructure efficiency, visit [HPE.com/info/Sustainable-IT](https://www.hpe.com/info/Sustainable-IT)



Turning your sustainable IT strategy into successful action

While public cloud providers are seen as a sustainable option, IDC research shows there are real challenges when migrating many enterprise applications to the public cloud.

The reality is that the most effective approaches to meeting sustainability goals require organizations to look for new ways to buy, deploy, and manage private IT infrastructure.

Two of these approaches stand out: moving energy-intensive infrastructure to more efficient colocation facilities to reduce cooling overheads and taking advantage of “as-a-service” flexible consumption models to change how infrastructure is deployed and managed over its life cycle.

As-a-service solutions can cut down on wasteful overprovisioning and reduce the scale of infrastructure in active use by consolidating workloads to drive higher infrastructure utilization.

Over the longer term, when used strategically with efficiency and sustainability improvement targets integrated into the contract, as-a-service solutions proactively modernize the infrastructure with more modern and efficient hardware while also responsibly refurbishing or recycling the old equipment.

Top 5 most effective approaches to meeting sustainable IT targets:

Move IT infrastructure to a colocation facility



Make use of flexible consumption model solutions to provide IT as a service



Third-party management of own infrastructure



Enhance on-premises datacenters



Migrate legacy workloads to the public cloud



Source: IDC, European Custom Survey, July 2022 (n = 500)

As-a-service solutions can have a dramatic impact on sustainable IT infrastructure and operations by reducing overprovisioning through automated workload consolidation and proactively modernizing the underlying hardware.

Who are the best partners to help you achieve your sustainable IT goals?



Source: IDC, European Custom Survey, July 2022 (n = 500)

IDC research shows that most companies are struggling with the pace of change of modern digital business. Many don't have the time or resources in-house to look beyond their day-to-day activities and operations to research what is possible or drive the necessary changes for a successful outcome.

This is why turning to strategic partners that have the experience, the skills, and market-tested solutions can really take your sustainability strategy to the next level.

Due to their development and intimate knowledge of the infrastructure itself, most companies find that turning to a combination of their key IT infrastructure vendors and their certified channel partners is the best way to turn their sustainability goals from ambition into action.

Key recommendations for IT and sustainability leaders

- Evaluate the benefits of more sustainable IT infrastructure solutions or delivery models. Seek out expertise to help measure the IT and business impacts.
- Consider migrating power-hungry infrastructure and workloads to more efficient colocation facilities.
- Make use of flexible consumption models to have your IT infrastructure delivered and optimized as a service to take advantage of real-time, data-driven metering of energy consumption to gain control over your IT estate.
- Engage with your key IT infrastructure vendors and their channel partners to accelerate your sustainability transformation.

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