Executive Summary:
Quantifying the Sustainability Benefits and Business Value of HPE GreenLake

Matthew Marden
Research Vice President,
Business Value Strategy Practice, IDC

Susan G. Middleton
Research Vice President, Flexible Consumption and
Financing Strategies for IT Infrastructure, IDC

Sean Graham
Research Director,
Cloud to Edge Datacenter Trends, IDC

Bjoern Stengel
Global Sustainability Research and Practice Lead,
Sustainable Strategies and Technologies, IDC

Sustainability has emerged as a pivotal driver for organizations developing strategies to enhance key metrics throughout their entire ecosystem and achieve set goals. In an IDC survey[1], 63% of global organizations consider sustainability a top business priority. Furthermore, most organizations seek IT vendors and partners that share their commitment to sustainability and offer valuable insights from their own experiences, and they then leverage that expertise as best practices.

While organizations are prioritizing sustainable IT initiatives, they are also coping with increased demand for digital transformation and AI workloads. The IT market today is defined by the struggle of these two seemingly opposing goals: the need for more IT and data center resource capacity for power hungry, data intensive workloads while trying to become more sustainable by reducing power usage, decreasing carbon emissions, and lowering costs.

For many organizations, adopting an as-a-service (XaaS) model enables them to harness the built-in monitoring and telemetry capabilities to provide real-time feedback about their operational efficiency. Working with a strategic partner that is also focused on sustainability often includes Sustainable IT solutions such as XaaS platform for scalable resources and infrastructure assets designed for improved energy efficiency, reduced emissions and better monitoring. This combined approach allows organizations to reach key sustainable IT milestones through real-time data that further reduces energy consumption and improves service levels and the extension of IT equipment life cycles.

[1]Source: *IDC 2023*

Business Value Highlights

- **53%** reduction in infrastructure energy consumption
- **36%** fewer servers required for equivalent workloads
- **27%** decrease in energy consumed per server (kWh) per year
- **45%** lower cost of operations for equivalent workloads
- **10-month** breakeven on the initial investment
- **37%** more efficient IT infrastructure teams

Continued next page >

As-a-service models empower organizations to improve operational efficiencies, cut costs, and make strides toward sustainable IT objectives. Continuous monitoring, integrated life-cycle services, and secure decommissioning mitigate the risk of financial and regulatory penalties and deliver a better employee experience. Opting for an as-a-service approach streamlines the complexities of implementing a comprehensive sustainability strategy across the entire IT organization, from the cloud, edge, and datacenters to colocation facilities.

IDC spoke with organizations that have deployed Hewlett Packard Enterprise (HPE) infrastructure solutions with HPE GreenLake with the goal of understanding the impact in terms of IT costs and operations, as well as organizational sustainability objectives. Study participants described achieving important financial and operational benefits through the use of HPE GreenLake, as well as establishing more sustainable IT infrastructures. In financial terms, IDC's analysis shows a relatively short investment payback period, with benefits outpacing costs, even in the first year of investment. Meanwhile, interviewed HPE customers also reported much more energy-efficient and sustainable IT infrastructures.

Business Value Highlights Continued

- **54%** reduction in spending for equivalent server capacity
- **81%** faster to deploy new compute resources
- **86%** reduction in unplanned downtime

Among the main factors responsible for this assessment are:

- **Establishing more efficient, powerful, and well-architected infrastructures,** increasing the number of servers per rack and at the same time reducing the average cost per server
- **Benefiting from a sustainable and cost-efficient IT operating model,** reducing datacenter power consumption and carbon footprint, and achieving a synergy between the economical and the environmental impact
- **Enabling IT operations employees,** providing a significant amount of time saved that can be focused on other value-adding activities
- **Reducing the time required to deploy new IT resources and infrastructure,** enabling an agile response to the organization's IT infrastructure needs, and removing a roadblock to quickly addressing business opportunities and serving customers
- **Creating a more stable and reliable infrastructure,** with a strong reduction in both the frequency of downtime and incident resolution time, helping organizations rely on their infrastructures to support business initiatives more than ever

Read the full white paper

Produced by: IDC Custom Solutions

Business Value Executive Summary, sponsored by HPE | April | IDC #US51565623