

Key findings

# The Unseen Environmental Cost of Data Report

**Organizations recognize that sustainability** is key to their future success

**75%**

of C-suite executives state that **sustainability is a primary consideration** in their organization's IT procurement process.

**80%**

of respondents have **policies and incentives in place to improve sustainability.**



**47%**

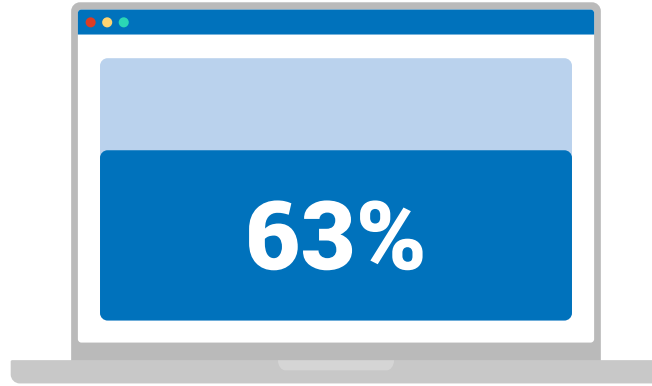
struggle to articulate the **accurate business impact of sustainability.**

**38%**

have been able to **fully deploy an organization-wide sustainability strategy.**

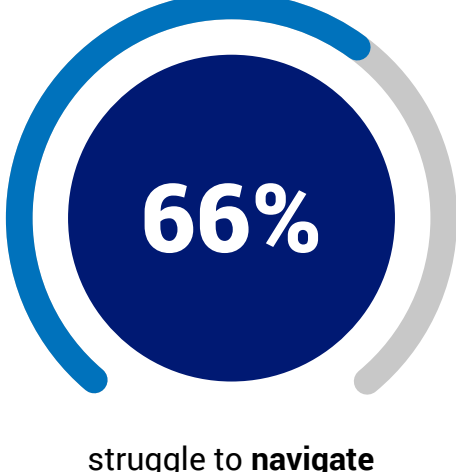
**Cloud computing and technological advancements** have revolutionized data storage and access.

However, while the benefits of data storage are undeniable, there exists a largely unrecognized impact on sustainability.



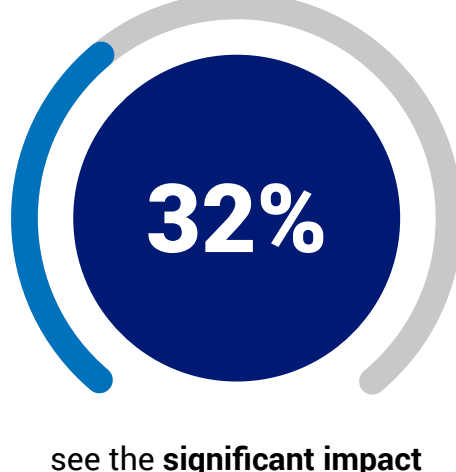
of respondents agree on the **crucial role of IT, data center and cloud infrastructure** in sustainability agendas.

**But**



struggle to **navigate the complexities of their data landscape**

**and only**



see the **significant impact that data storage has on carbon emissions**

## The data-storage blind spot

**60%**

of data within overall data estates **goes unused**, but it continues to be stored and replicated.

Only

**27%**

of organizations have developed plans to **eliminate redundant data**, the easiest to discard.



**By harnessing the power of eco-friendly storage software features, organizations can revolutionize data-storage practices.**

**4 in 5**

state that the use of cloud has a positive impact on reducing CO<sub>2</sub> emissions.

**Top 5**

Most impactful storage software intelligence features for reducing storage footprint

- 1 Archiving of less active data
- 2 Storage-device type tiering
- 3 Use of bulk capacity hard drives (HDD)
- 4 Use of thin provisioning
- 5 Deduplication

## Key recommendations

for reducing the power consumption of data storage systems

**1**

### Intelligent storage provisioning

Maximize resource utilization and power efficiency by placing data on appropriate storage types with optimal redundancy levels.

**2**

### Data duplication

Eliminate redundancy by storing unique instances, while compression reduces data size.

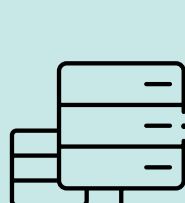
**3**

### Tiered storage architecture

Match data performance and power requirements with the optimal storage tier in data centers.

## Lifecycle management in the circular economy

Proper equipment design helps to reduce waste and use resources more efficiently. To recycle equipment more easily, prioritize modular designs and easy disassembly.



**75%**

recognize that **data storage has an impact on equipment recycling** (a critical part of the circular economy).

## Top 5 strategies for managing storage end-of-life and recycling

**1**

Upgrade in place, reusing as much of the chassis and backbone as possible

**2**

Send equipment to a reclamation center to be broken down and recycled

**3**

Send shipping packaging back to supplier for reuse after delivery

**4**

Have supplier take back equipment when no longer useful

**5**

Resell for possible second-hand reuse

## How to achieve sustainability goals through data management



### Understand your data

Effectively manage data by tracking usage, growth and waste metrics, and setting targets to reduce data waste.



### Manage your data estate

Promote responsible data usage and implement efficient data-lifecycle management practices.



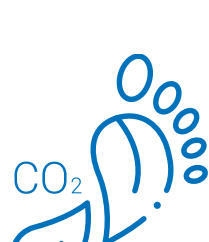
### Engage with expert partners

Collaborate with trusted vendors and engage expert partners to assess ESG offerings and adopt sustainability criteria in procurement practices.



### Employ storage software intelligence

Use eco-friendly storage software and advanced technologies to expedite data decluttering and enhance efficiency.



Register for our **Data Waste Assessment** to identify unused and unwanted data and save CO<sub>2</sub> emissions and costs

Visit our landing page and **download the full report**

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