

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**.

Yet

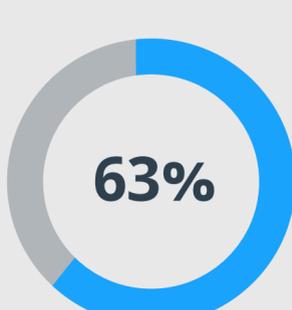
47%

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

only **38%**

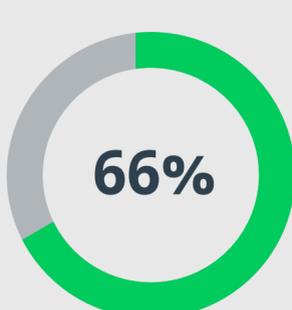
have been able to **fully deploy an organization-wide sustainability strategy**.

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.



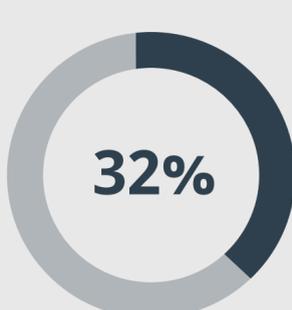
of respondents agree on the **crucial role of IT, data center and cloud infrastructure** in sustainability agendas.

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 CO₂ 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.

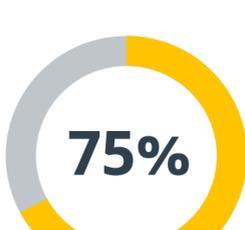


3 Tiered storage architecture

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 efficiency. To recycle equipment more easily, prioritize modular designs and easy disassembly.



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 CO₂ emissions and costs

Join the conversation



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