DRIVERS OF CHANGE: PURE STORAGE IT SUSTAINABILITY IMPACT SURVEY 2022 (UK)

To curb the impact of the climate crisis, organisations across every industry are embracing **sustainability as a priority issue** by implementing strategies to reduce the carbon footprint of their operations.

With no end in sight to the growth—and importance—of data, and the insights data delivers, there's a tremendous opportunity for IT professionals to get more involved in helping their organisations make strides in **reducing their environmental footprint.**

Wakefield Study— Research Paper

To help identify the importance of sustainability in IT departments and the challenges of addressing the urgent and growing demands for IT to be an accountable driver of change, Pure has partnered with Wakefield Research on a survey of more than 1,000 Sustainability Managers in four major global markets (US, UK, France and Germany). There were 200 respondents from the UK.

The study found that **most sustainability managers in the UK—73%—say their company's leadership is treating sustainability initiatives as a priority**, a consistent percentage across respondents in all markets surveyed within the U.S. and Europe. **The majority plan to meet those sustainability goals within three to seven years (55%), yet only about half (51%) of those surveyed say they are on track with their goals.** Of those surveyed, **32% of companies are focused on becoming carbon neutral.**

Sustainability managers worldwide are working towards meeting their organisations' goals in the near future, but they cannot do this without more sustainable IT infrastructure.

Data centers currently account for 1% of global electricity consumption. The World Economic Forum estimates that digitisation generated 4% of global greenhouse gas emissions in 2020. By 2025, global data generation could double from the current level of 97 zettabytes (97 trillion gigabytes).

While often overlooked, IT is a key driver of sustainability in an organisation and decisions in this area can make a significant contribution. IT teams can align with sustainability managers to create data centres with smaller environmental footprints by choosing the right IT vendors to innovate their data storage and reduce wasted energy, equipment and technology.

51%

ONLY ABOUT HALF OF THOSE SURVEYED SAY THEY ARE ON TRACK WITH THEIR GOALS.

What is the role of IT in sustainability?

The world produces more data than ever, and businesses are becoming more digitised and data-driven. As the volume of data continues to grow, the energy consumption of data centres increases, alongside the consumption of other natural resources.

THE SURVEY SHOWED THAT IN THE UK AN OVERWHELMING

90%

of sustainability program managers feel that companies cannot reach their sustainability goals without significantly reducing the energy usage of technology infrastructure.

THIS PROBLEM WILL DEEPEN AS

76%

predict the impact of technology infrastructure on a company's carbon footprint will increase in the next 12 months.

Choosing a modern data storage platform in your organisation's sustainability strategy that consumes less power and lowers cooling and waste will help increase efficiency, add brand value and meet consumer demands.

The Missing Link to Achieving More Sustainable Data Storage Innovation

Despite sustainability being a top priority for organisations, most investments in this area fail to include environmental inefficiencies found in IT. **When asked about which groups are not taking the necessary steps to support their organisation's sustainability initiatives, 33% of respondents noted their IT departments more than any other company function.**

Digital transformation has propelled IT professionals to prioritise the reduction of their carbon footprint, but they aren't choosing the right solutions that can both support data storage capacity and tangibly minimise environmental impact.

IN FACT,

63%

say IT infrastructure sustainability is likely to be overlooked during the vendor selection process.

With pressure to achieve carbon neutrality goals, sustainability managers must address the unsustainable environmental impact of inefficient technology.

HOWEVER, NEARLY

2 in 3

sustainability managers have noted that they've only become involved in an organisation's IT strategy after the technology purchasing process has already begun (64%).

Best Practices to Empower a Sustainable Tech Infrastructure

The key to long-term sustainability is ensuring that every aspect of an organisation operates efficiently — including the IT division. Regarding sustainability in the data centre, IT has an opportunity to be a trailblazer. Sustainability initiatives should be at the forefront of IT decision makers' supply chain decisions, operations and more. With careful planning, they can address common obstacles that limit environmental efficiencies. One simple solution is working with sustainability managers more closely.

100%

of respondents agreed that there are benefits from garnering input from sustainability managers earlier in the IT planning process.

THE KEY BENEFITS INCLUDE

51% say more communication between IT and sustainability program teams.

49% agree it would create easier reporting.

51% are confident that it would ensure IT is aligned with sustainability goals.

42% agree that it can suggest ways to reduce energy usage

This report presents information to help IT leaders improve their data storage strategies and decrease their organisation's carbon footprint as they advance their digital transformation. With the right data solutions, organisations can make an immediate impact in reducing data centre carbon emissions to aid their overall environmental sustainability efforts.

Since our founding, **Pure Storage has invested in building sustainable and highly efficient products and services.** We know that mitigating the environmental impact of data infrastructure is critical as data workloads increase. The environmental benefits that Pure delivers result from a combination of technology, design philosophy and a ruthless focus on driving the best outcomes for customers. Our core technologies integrate software and hardware architecture to deliver not just unmatched density, longevity and efficiency, but to continually improve and drive further efficiencies over time.

Methodology

The Pure Storage Survey was conducted by Wakefield Research (**www.wakefieldresearch.com**) among 1,000 Sustainability Program Managers with a minimum seniority of Director. The research was conducted in four markets: U.S. (400), U.K. (200), France (200), and Germany (200). Fielding was conducted between October 25 and November 3, 2022, using an email invitation and an online survey.

Useful Links: **Pure's 2021 ESG Report: Technology and Sustainability**