



# DRIVERS OF CHANGE: PURE STORAGE IT SUSTAINABILITY IMPACT SURVEY 2022

To curb the impact of the climate crisis, organizations 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 deliver, there's a tremendous opportunity for IT professionals to get more involved in helping their organizations make strides in **reducing their environmental footprint**.

## Research Findings

To help identify the importance of sustainability in an organization's IT department and the challenges present in addressing the urgent and growing demands for IT to be accountable drivers of change, Pure has partnered with Wakefield Research on this survey of more than 1,000 Sustainability Managers in four major global markets (US, UK, France, Germany).

The study found that most sustainability managers—**78%**—**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 (56%), 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 organizations' goals in the near future, but they can't do so without more sustainable IT infrastructure.

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

While often overlooked, IT is at the epicenter of sustainability and can impact important decisions when it comes to sustainability. IT teams can align with sustainability managers to create data centers within their organization 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 digitized and data-driven. As the volume of data continues to increase, data center energy and other natural resource consumption grow with it.

THE SURVEY SHOWED THAT AN OVERWHELMING



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



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 organization'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 organizations, 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 organization's sustainability initiatives, **34% of respondents noted their IT departments more than any other company function.**

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

IN FACT,



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 organization'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 organization operates efficiently—including the IT division. Regarding sustainability in the data center, IT has an opportunity to be a trailblazer. Sustainability initiatives should be at the forefront of IT decisions 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

**50%** say more communication between IT and sustainability program teams.



**47%** agree it would create easier reporting.



**46%** are confident that it would ensure IT is aligned with sustainability goals.



**46%** agree that it would prevent the use of potentially harmful technology or practices.



This report presents information to help IT leaders improve their data storage strategies and decrease their organization's carbon footprint as they advance their digital transformation. With the right data solutions, organizations can make an immediate impact in reducing data center 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](http://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.

