

WHAT MAKES A DATA CENTRE GREEN?

Data centres are the backbone of the digital economy. However, they use a lot of electricity. With increasing calls to tackle climate change, how can data centres be more sustainable and environmentally friendly?

Today, data centres are deploying new technologies and operating models to reduce carbon footprint and run more sustainably. Check out some of them in this infographic.



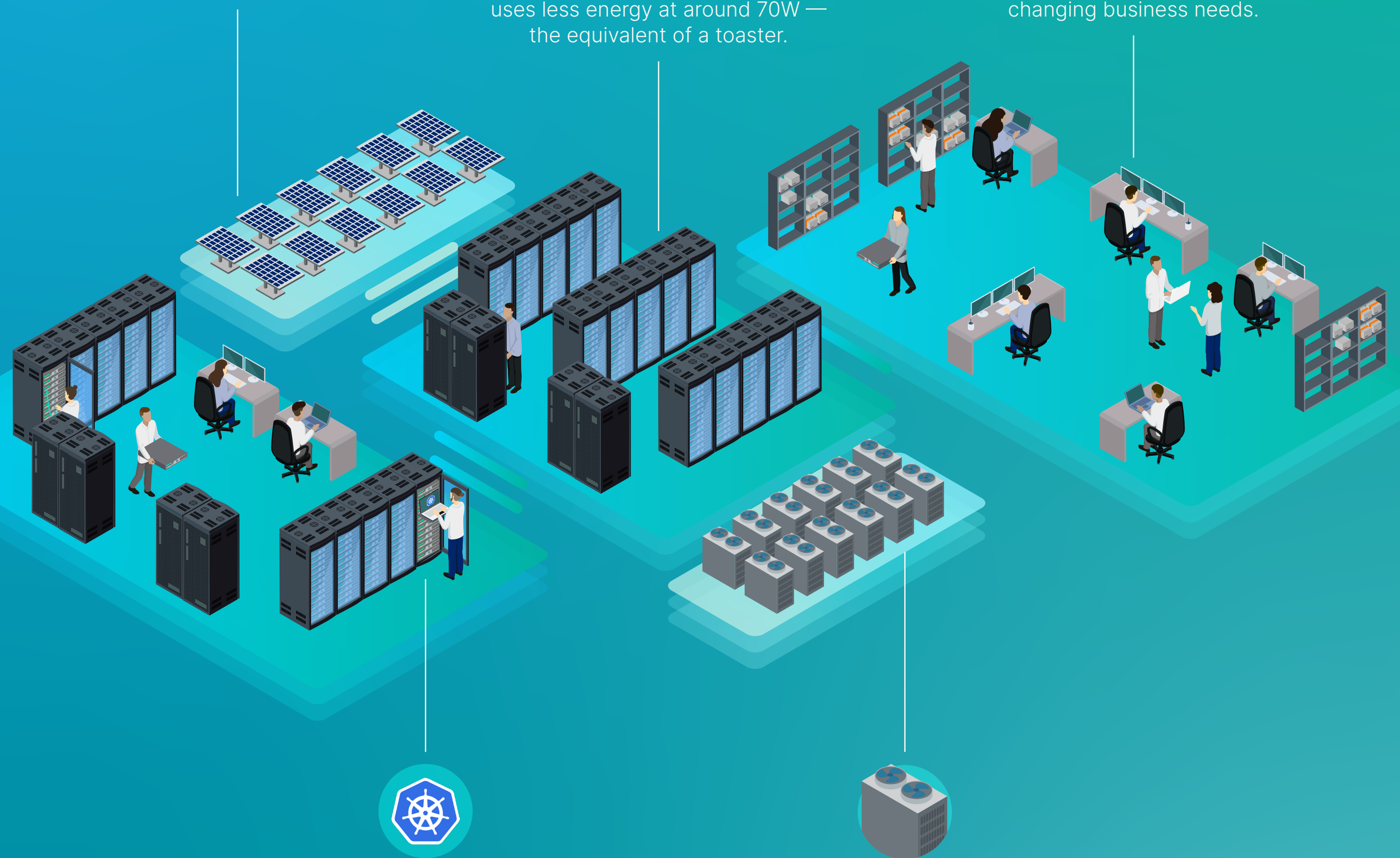
Solar panels are increasingly fitted to data centres to produce renewable energy, contributing to a lower carbon footprint.



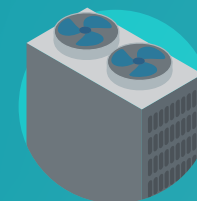
All-flash storage allows data centres to store and process more data in their servers without having to buy more hard disk drives. Each one also uses less energy at around 70W — the equivalent of a toaster.



Storage-as-a-service (STaaS) models reduce the need for carbon-heavy equipment refreshes every few years, while enhancing their ability to adapt to changing business needs.



A **Kubernetes** implementation helps to increase utilisation of server space, which can lead to a reduction in the carbon intensity of operating infrastructure.



Localised chillers help minimise water consumption costs by eliminating heat from server racks. In addition, outside air treatment is done via **plate heat exchangers** to further reduce energy requirement.

Can sustainability and growth go hand in hand?

Yes, data centres operators can have their cake and eat it too!

A greater focus on sustainability does not have to come at the cost of growth or business success. For instance, STaaS not only helps enterprises reduce carbon footprint, but also keeps them up-to-date on the latest technology hardware. They can also scale up or down easily without any impact to data availability or performance.

Ready to colour your data centre green?
Visit purestorage.com to find out more.

purestorage.com

800.379.PURE

