Protect the Planet with Cloud: meet your environmental commitments & reduce carbon emissions with Cloudlake®

Cloud: the next steps ...

Migrating to the cloud is a great start but your cloud sustainability journey doesn't stop there.

Once you are in the cloud, there are further opportunities to reduce your carbon footprint as, on average, cloud consumers waste over 45% of their cloud resources via:

- Oversized compute instances
- Badly sized micro services
- Excessive snapshot retention
- Using the wrong storage tiers
- Running services in the wrong regions

By improving the efficiency of your services, you can make a meaningful reduction to your carbon footprint.

Other ways to reduce your environmental footprint:

- Use IoT to monitor device activity and identify energy wastage; automate devices to turn on and off at specific times
- Use data analytics to analyse your business impact and identify areas to be improved
- Consider donating old devices to charity; some 160,000 laptops are disposed of each day in the EU, 70% of which could be reused
- Optimise data-centre space as much as possible to minimise cooling and energy costs

By 2030, data centres will be using 8% of the world's electricity and producing more CO_2 than the airline industry. Now is the time to make sustainable I.T. choices for your organisation and for our planet.

Autodata's Cloudlake® solution is designed to be sustainable. At its core, Cloudlake utilises cloud storage which is proven to be more sustainable than other storage and data centre options due to:

Purposeful Software Design

Designed for optimal power consumption and data centre space efficiency, Cloudlake's purpose-built software maximises the amount of data that can be stored per drive, helping to reduce the amount of power-consuming and heat-producing disks required.

Innovative Hardware Technology

Quick to qualify and deploy higher capacity HDDs in all regions, each increase in capacity represents a significant drop in CN2e per TB of storage. The majority of cloud carbon footprint is related to HDDs, taking advantage of the latest technology is key to reduction in Greenhouse Gas emissions.

Cloudlake also makes use of virtualisation and container technologies, allowing it to operate across shared hardware elements, further reducing the amount of power and space-consuming hardware in the data centres.

Cloudlake's HDDs consume just 5.8 Watts per TB during idle operation

The HDDs used in our data centres are hermetically sealed with helium, which is one-seventh the density of air. The less-dense atmosphere enables thinner disks and more of them, boosting HDD capacity over previous-generation HDDs. Less air friction also means less power required to spin the disks, and less air turbulence for higher reliability.

Optimal Cloud Operations

Cloudlake's storage regions are engineered to be incredibly efficient. We use the maximum possible density in specialised equipment racks to drive down energy consumption, enable cooler operating temperatures, and better control airflow, reducing carbon footprint and keeping operational costs low.

Comparing On-premises Storage to Wasabi Cloud Storage

Cloudlake is up to 2.6 times more energy efficient than the more widely developed on-premise object storage solutions (based on calculations using identical power sources and methods). Our data-centre partners are typically over 3 times more energy efficient than on-premise data centres.

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