

## 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

**Data is growing at a rapid rate and with an expected 175 Zettabytes worldwide by 2025, data centre and storage footprints are increasing dramatically.**

**By 2030, data centres will be using 8% of the world's electricity and producing more CO<sub>2</sub> than the airline industry. Now is the time to make sustainable IT choices for your organisation and our planet.**

The solution is to move more services to the cloud. Not only is this positive for the environment, it also provides numerous other business benefits such as reduced costs and increased flexibility and scalability.

Recent studies\* show that the average on-premise-to-cloud migration can reduce a company's carbon emissions by up to 84% and drive an energy reduction of up to 65%.

### Cloudlake Sustainability

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:

- **Hyper-efficient architecture** > the use of in-house created software and hardware efficiencies, solutions to extend disk life and improve efficiency, plus the engineering of load balancers, firewalls, routers and other processes into software, result in smaller data centre footprints and lower power use.
- **Higher utilisation rates** > cloud data-centre infrastructure has higher utilisation rates, which further increase efficiencies.
- **Green data centres** > our data centres are committed to offsetting their global energy use by using >90% renewable energy sources, and have set the strategic goal to ultimately achieve 100%.
- **Commitment to sustainability** > our data centre partners have undertaken schemes such as raising \$2.5 billion in green bonds, joining EU climate pacts, and achieving various green certifications. They also have strong social commitments supporting charities, diversity and inclusion.

\* <https://www.accenture.com/gb-en/insights/strategy/green-behind-cloud>