Servium



8 BEST PRACTICES FOR AN ENVIRONMENTALLY SUSTAINABLE DEVICE STRATEGY

Our tips for procuring, managing and maintaining technology sustainably



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THE IMPORTANCE OF SUSTAINABILITY

There are no two ways about it: sustainability is a critical consideration

From discussions around the flaws of 'fast fashion' to the increasing concerns surrounding other consumer items that eventually end up in landfill, sustainability has become a prevalent issue in today's world, no matter what industry you are in.

Our planet has been severely impacted by unsustainable human behaviour, but there are certain measures that can be implemented to limit the effects of this.

Accordingly, many businesses are looking to adopt sustainable practices across every part of their business. Not just to minimise their impact on the environment, but also to demonstrate their social conscience to both customers and employees. As an important business function, IT is no exception, and is being driven to make its own contribution to the sustainability agenda. In fact, according to Gartner, sustainable tech cannot be summed up as just one objective but should instead be viewed as a collective framework of solutions that promote positive outcomes from an environmental, social and governance (ESG) perspective. By 2025, Gartner estimates that 50% of CIOs will be assessed by performance metrics that are linked to the sustainability of their IT¹.

As you seek to discover ways to align your IT operations with corporate sustainability goals, this eBook will reveal ways to adopt a more sustainable client device strategy moving forward.

Here are 8 tips to inspire and guide your sustainability planning:

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of CIOs will be assessed by performance metrics linked to the sustainability of their IT¹.



Ga TIP 1

Minimise the supply chain impact of tech products you purchase

Although it is something that is often overlooked, one of the biggest contributors to an organisation's carbon footprint is its supply chain. For example, research from HP has revealed their operations form just 1% of their global carbon emissions, whilst material extraction accounts for 50% of the total emissions². As material extraction occurs to facilitate product manufacturing, which in turn forms part of the supply chain, a significant portion of a business' carbon footprint can be attributed to this.

This is why it is crucial for companies wanting to take steps towards sustainability to consider both internal and external supply chains. While IT teams are recipients of an inbound supply chain from their partners, they also need to consider the distribution of devices to users around their business, especially as more users work remotely.

The inbound supply chain for procuring devices for businesses comprises several factors, including the extraction of materials for production, transportation of the products, packaging used in the process of delivery, and the overall energy consumption involved in manufacturing.

There are different ways you can minimise the carbon footprint of your supply chain, from looking at logistics, to the composition of new devices and even circular practices that see your technology given a second life. 11

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TIP2 Monitoring helps stay ahead of your device refresh needs

By closely monitoring your device estate, you can anticipate when devices should be replaced, which makes orchestrating a refresh that much simpler while delivering a valuable sustainability payoff.

Analytics tools like HP TechPulse can be used for ongoing monitoring or to obtain an early-stage read on device estate performance should you be contemplating a refresh. Surfacing telemetry data into the mix of devices deployed, user behaviour versus device specification, and even failure probability provides useful insights and hardware signals that help inform your strategy.

Planning ahead using data insights

Armed with this powerful information, you can now see that, for example, not all of your devices need to be refreshed at once, or that some of your users had been over-provisioned with devices that were too powerful (and therefore energy hungry) for their needs.

Making proactive analytics a mainstay of your future device strategy will help you continually assess usage and also predict potential device issues. For example, by predicting an imminent issue with the motherboard on several devices, replacement parts and repair engineers can be coordinated just in time, before the issue actually becomes a problem.

When replacement technology is needed, enhanced knowledge on the status of every device enables you to plan ahead - even to the point of using slower transport models for the delivery of new devices, as they will not be so urgently needed.



Similarly, if you have foresight into the number of devices required, it is possible to reduce the amount of packaging used to deliver your new devices. HP offers a bulk shipping service, which consolidates up to 10 devices into one package straight out of the factory. This small change eliminates individual device packaging, significantly reducing shipment volume and packaging material, meaning less overall weight is transported, which in turn requires less energy as it moves through the delivery process.

Interestingly, Device-as-a-Service (DaaS) programs offer one of the easiest ways to bake-in both device estate analytics and to leverage all the sustainability benefits of insight-driven supply chain logistics. And for IT teams looking to economise, the ability to pay for devices on subscription is an attractive way to protect budgets and better plan for the future.

Recycle or repurpose your technology

Passing on, repairing and recycling technology is a great way of supporting sustainable practices. Although you may consider a device at the end of life for your business, a second user could still benefit from this technology.

Facilitating the repurposing of devices not only minimises the amount of technology in circulation but also makes good business sense, as any residual value can be recouped from outgoing devices. Refresh services will pay to take back your old technology then repair, clean and even re-warranty it for use by another organisation.

Where devices are too old or in too poor condition for onward use, IT Asset Disposal (ITAD) services ensure that the precious metals and minerals, such as the lithium in batteries, are recovered for reuse.

In fact, a recent report cited that recycling 1 million laptops could save enough energy to power more than 3,500 homes for an entire year³.





Consider the value of purchasing refreshed technology

In the same way that your end-of-life devices may be useful to other organisations, you may also find it advantageous and commercially attractive to use refreshed technology in your own business.

Refreshed technology is widely misunderstood. It is not always second-user technology that you'll be buying, as sometimes the device is brand new, but is previous generation of a given product. Sometimes it has been replaced and then repaired for resale. Either way, refreshed technology passes through a rigorous process, including thorough testing from the original manufacturer, to make sure it is in the same condition as new devices.

Importantly, if you do choose to buy refreshed technology, then you will still benefit from the same warranty that you would get with a new device.

Financial and operational advantages of choosing refresh

Fundamentally, opting for refreshed technology you save money - typically a minimum of 20% versus new devices, freeing up budget which can then be allocated to other areas of your business.

Harnessing refreshed technology could also help secure your device supply chain as it is not uncommon for refreshed devices to be more readily available than new. Given the availability headaches of the recent past, if time is of the essence for your business when it comes to replacing your technology, refresh may be an option worth considering.

3 https://impakter.com/sustainable-technology-what-it-means-and-how-to-consume-it/



Buy devices that are energy-efficient and accredited

If you're set on buying new devices, then it's important to pay close attention to the energy efficiency ratings and accreditations that your new devices will come with. Most modern devices will come with well-recognised certifications that are worth knowing:

IT Ecolabels: Certifications to consider

EPEAT®



EPEAT® stands for Electronic Product Environmental Assessment Tool. It helps individuals and businesses compare and choose IT products based on different social and environmental factors.

ENERGY STAR®



ENERGY STAR® classifies the energy efficiency of products, to ensure that consumers can make informed purchasing decisions.

TCO Certified



As with EPEAT, TCO Certification evaluates the sustainability of products within the IT industry. It takes into account several social and environmental attributes. while also considering the life cycle of the products.

4 https://www.amd.com/en/press-releases/2020-06-25-amd-exceeds-six-year-goal-to-deliver-unprecedented-25-times-improvement



Improving energy efficiency

However, it's important to look beyond the obvious factors, like battery life, and scrutinise other key device components for their energy saving credentials. In particular, look at SSD drives and especially CPU. With Intel and AMD identifying energy consumption as a key battleground, your choice of compute could offer impressive energy savings, especially for a large fleet of devices. When you factor in how many devices your business has, these steps can make a notable contribution to carbon reduction.

> Don't forget to look beyond the environmental attributes of the device once it's in operation. Also consider who you are buying from. Look closely at environmental credentials of the manufacturer and any partner you choose to use. For example, HP recently featured in the Global100's list of 100 most sustainable corporations in the world for the eighth year in a row, and Servium, as a leading HP partner is in turn held to the highest standards of environmental stewardship and is proud to hold ISO 14001.

> > By investing your IT budget in products made by companies like HP, and deployed by businesses like Servium, you can be sure you're working with partners that share the same outlook on sustainability that you do.

Processor energy savings in action

Between 2014 and 2020, AMD mobile processors made huge jumps:



An enterprise that upgrades 50,000 AMD laptops from 2014 models to 2020 models would have saved:



1.4 MILLION⁴ kilowatt hours



1 MILLION⁴ kilograms of carbon dioxide equivalent emissions



EQUAL TO 16k⁴ tree seedlings

Sweat your assets for longer

Choosing to sweat your device assets for longer is a positive step that your business can take towards becoming more sustainable. Replacing devices less often means more value can be extracted from investment in tech and the resources used to assemble them. A recent study found that adding a further two years to your typical device lifetime reduces annual carbon emissions by almost 30%⁵.

There are economic advantages too. Pushing the envelope and extending the life cycle of devices from three to six years, could see your business save approximately 28% in upfront costs in a ten-year period, even with factoring in the cost of upgrading half of your devices within that timeframe. The estimated saving that could be made per device by adopting this device strategy was over £450⁵.

The ability to sweat your device assets for longer will hinge on the reliability of the devices you choose. Standardising your device estate from a single manufacturer may help this as common management tools and hardware familiarity both contribute to easier device management for IT teams and support a reduction in troubleshooting.

5 https://tcocertified.com/news/circularity-in-practice-how-to-manage-notebook-computers-responsibly/

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TIP7 Ensure your devices support seamless remote and hybrid working arrangements

As remote and hybrid working becomes commonplace, businesses need to ensure they offer devices that adequately support the needs of their employees' different working patterns.

Key to this is providing users with suitable devices to be able to work properly from home or on the road. Equipped with the right technology, users require less IT intervention, can happily get on with their work and won't need to return to base for unwanted device triage.

Similarly, consider how devices arrive in the hands of these users. Tools like Microsoft Autopilot enable the frictionless deployment of new technology straight out of the box, while other important services like asset tagging can be staged in the factory or warehouse without even coming into the possession of your busy IT team.

Responsible device deployment

Achieving frictionless deployment ensures users can be operational with minimal intervention, without needing to visit a central location to collect devices, and minimising device issues that may require in-person bug fixes. Eliminating pinch points like this in user set-up will lower carbon emissions produced by unnecessary logistics, while also reducing technician visits and user commutes. The analytics tools discussed in Tip 2 also play their part in ensuring device issues can be spotted and dealt with before they become critical.

Together these measures mean less frustration for employees, as set-up times will be kept to a minimum and device problems dramatically reduced, all of which helps to improve the work-life balance intended by many hybrid and remote work strategies.

Consider the environmental impact of related devices

When looking at your device estate, you also need to consider companion devices. Printers and headsets, in addition to other accessories and consumables, all contribute to the environmental impact of your IT strategy.

Many of the same principles already covered in this eBook will apply here too. Looking at refreshed technology, extending asset life cycles and considering the environmental credentials of the brands you choose all play a part in ensuring you procure sustainable companion devices.

Complementary activities like print may be making a bigger environmental impact than you realise. It is estimated that if by 2025 the world made the change to inkjet printers, 1.3 million metric tonnes of carbon dioxide could be saved every year⁶. In fact, even looking at the manufacture of the consumables for these devices could unlock a welcomed contribution to your goals. For example, Original HP Ink Cartridges have utilised 4.7 billion recycled water bottles to date⁷, keeping them out of landfill and out of our oceans. HP also offers a free recycling service for their original ink and toner cartridges, so you can recycle the products once finished⁸.

6 https://www.therecycler.com/posts/switch-from-laser-to-inkjet-could-save-1-3-million-mt-of-co2-each-year/ 7 https://www.hp.com/gb-en/hp-information/recycling/ink-toner.html 8 https://www.hp.com/gb-en/hp-information/recycling/ink-toner.html

While you are considering how related technology affects the environment, think about whether device consolidation is an option for your business. For example, multi-form factor devices are available, some of which can operate as both a laptop and a tablet. Although this may not work for all employees, reducing the number of devices used within your business could significantly lower your carbon footprint. Purchasing less technology can also save your business money, meaning more funds from your organisation's budget would be available for other parts of the business.

Servium 8 best practices for an environmentally sustainable device strategy



WHAT NEXT?

If you're curious about what an environmentally sustainable device strategy might look like for your business, why not engage us to perform a sustainability audit? Through a detailed analysis of your device estate, experts from Servium and HP can help you discover ways to ensure this part of your IT operation makes a valuable contribution to your sustainability goals.

For more information, please speak to your Servium account manager or visit servium.com.

ABOUT SERVIUM

Founded in 2009, Servium is a leading HP partner and part of Amplify - HP's exclusive sustainability program, which recognises UK partners for their focus on sustainability and their commitment to providing solutions that help businesses become more environmentally conscious through the supply and deployment of technology.



