

# Servium

  
Hewlett Packard  
Enterprise



## GOING GREEN FROM EDGE TO CLOUD

SUSTAINABLE DATACENTRES  
POWERED BY HPE GREENLAKE

Quick Guide



## ON THE AGENDA: SUSTAINABLE IT

Every business leader has a role to play in improving the world their business exists in. And as with any change, progressing positive sustainability impact relies on getting all the right stakeholders on board to make it happen.

When you've got everyone in the room, the potential for IT to contribute to sustainability goals is hard to ignore.

Businesses are energy hungry, and it's no secret that IT is one of the biggest contributors to this consumption. But it's not just energy usage, technology relies on Rare Earth Elements (REEs). Once mined, these natural resources are irreplaceable, all of which contributes to IT teams' environmental footprint.

The result of this increased enlightenment? Sustainability is featuring on IT to-do lists everywhere.

### Introducing circular IT with HPE GreenLake

Cloudifying your datacentre shouldn't mean compromising on your sustainability goals.

#### This guide will tell you:

- The state of sustainable IT today
- How HPE is helping businesses tackle sustainability
- 3 ways HPE GreenLake can contribute toward green goals
- HPE GreenLake: Beyond the environmental benefits





## Sustainable IT: a far-off dream or today's reality?

Alongside sustainability goals, increasing energy prices are shining a spotlight on the energy consumption, including that needed to power your IT.

In fact, research from IDC indicates that **by 2025, 90% of the Global 2000 plan to introduce sustainability mandates to the IT agenda**,<sup>1</sup> and lower energy use will be just one of the requirements. It's time for IT leaders to get serious about their contribution to sustainability goals:



79% of IT leaders are currently **expected to contribute towards their business' overall sustainability goals**<sup>2</sup>



**67% of organisations plan to define environmental and social sustainability KPIs against which they'll hold their supply chains accountable**<sup>3</sup>



By 2024 1 in 4 organisations are expended to **increase their sustainability-related digital technology spend by more than 25%**<sup>4</sup>

## So, where can IT teams get started on acting consciously?

One way to make big strides towards these actions simultaneously is to embrace circular IT.



Improve sustainability knowledge



Adopt responsible cloud computing practices



Reduce carbon footprint



Eradicate and avoid wasteful practices

<sup>1</sup> <https://www.hpe.com/psnow/doc/a00112515enw>

<sup>2</sup> <https://www.statista.com/statistics/1267870/it-department-sustainability-goals-organizations-worldwide/>

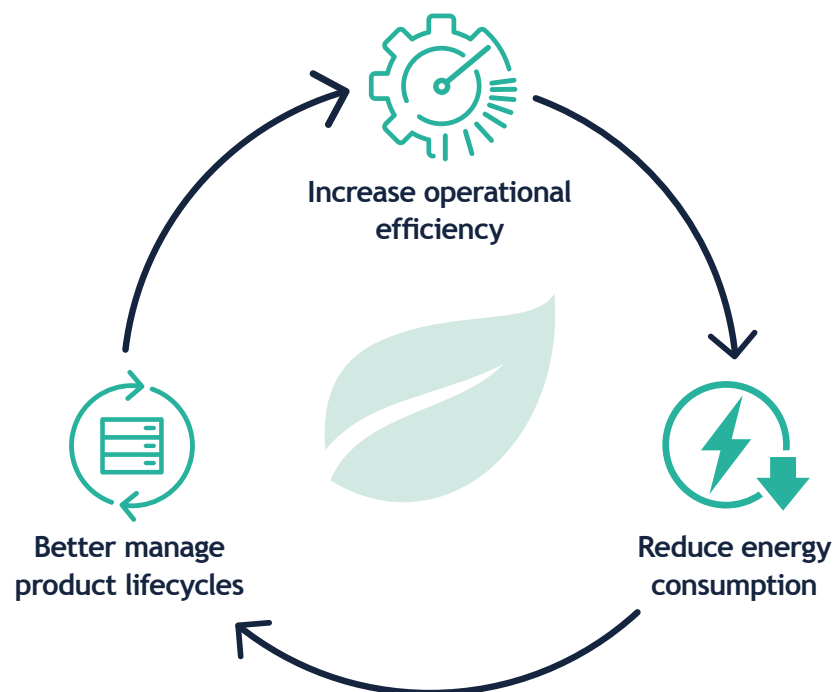
<sup>3</sup> <https://www.gartner.com/en/supply-chain/topics/future-of-supply-chain>

<sup>4</sup> <https://www.forbes.com/sites/sap/2023/01/31/sustainability-trends-2023-goodbye-greenwashing-hello-business-results/>



## SUSTAINABLE BUSINESS & CIRCULAR IT: A PERFECT MATCH

Circular IT is more than just a buzzword, it's the proven practice of adopting a circular attitude to the technology you own, use and buy, and making sure you're acting responsibly for its entire lifecycle.



This cycle ensures any technology purchases are optimised financially, operationally, and environmentally, avoiding any waste along the way. You're tackling the problem at the root, and contributing to its solution going forward.



## RESPONSIBLE DATACENTRE PRACTICES

When it comes to making a positive impact, a good place to start is with your datacentre, which is likely to be making the biggest contribution to your environmental footprint.

Legacy architectures are prime culprits - often bloated by overprovisioning, zombie servers and out of date management solutions that create unnecessary inefficiencies in energy use and technology.

Modern architectures such as HPE GreenLake, are designed to provide businesses with flexible and responsible infrastructure on a consumption-only basis, so you can provision and consume compute, storage and network exactly how you want to and sized precisely to your needs. The result is a more environmentally friendly approach to your datacentre operations by helping it behave more like services you would consume in the cloud.

Over the last few years, GreenLake has evolved to become a powerful hybrid cloud solution ready to suit the needs of every business - not just larger enterprises. Reimagining infrastructures and creating new routes to sustainability through cloud-like experiences in your datacentre has never been easier:

**GreenLake** Open and secure, GreenLake is an as-a-Service Edge-to-Cloud infrastructure solution that manages workloads and data across datacentres, public clouds, and edge networks. It can be deployed in your own datacentre or hosted by your preferred colocation provider.

**GreenLake Central** GreenLake's end-to-end monitoring platform gives businesses AI-driven insights into their environment so they can keep a handle on usage, and avoid waste.





## 3 WAYS GREENLAKE CONTRIBUTES TO GREEN GOALS

Simply by operating more up to date technology, and modernising legacy platforms, you know that your IT is better contributing toward your sustainability goals:

### 01 Reducing energy consumption

- By replacing your legacy architecture with GreenLake you can make massive gains on minimising your energy consumption. **Sophisticated monitoring eliminates overprovisioning** meaning you simply use less equipment, and what you do use requires less energy to operate thanks to HPE innovations in everything from air containment to liquid cooling.
- Businesses that have deployed GreenLake have reported **energy cost savings of up to 33%.**<sup>5</sup>

### 02 Dematerialising infrastructures

- **67% of businesses are currently overprovisioning their on-premises storage** by at least 1.3x what they need.<sup>6</sup> This accounts for a lot of redundant technology.
- Similarly, the **average datacentre has 25% untouched compute,**<sup>7</sup> with some non-virtualised environments operating **at less than 10% utilisation.**<sup>8</sup>
- By comparison, computing environments built on virtual machines and containers offer more scope for efficiency gains, especially when delivered via simplified management platforms such as GreenLake.

### 02 Reduce e-waste

- Only keep assets in use when you need them and then securely return and recycle tech at the end of its lifecycle. Your business can also opt to invest in recycled technology, reducing the demand for production of new devices, and therefore minimising extraction of REEs. And **from HPE, refurbished Certified Pre-Owned technology is every bit as good as new.**
- In the last three years, **HPE has refurbished over 2.2 million server/ compute assets,**<sup>9</sup> securely overwriting more than 1EB of data in the process.

5 <https://www.hpe.com/psnow/doc/a0011230enw.pdf>  
6 <https://www.hpe.com/psnow/doc/a00112515enw>

7 <https://www.anthesisgroup.com/report-zombie-and-comatose-servers-redux>  
8 <https://www.hpe.com/psnow/doc/a00112515enw>

9 <https://paths.ext.hpe.com/c/circular-economy-principles?>





## GREENLAKE: RESPONSIBLY SOURCED. EFFICIENTLY DELIVERED.

Cloud migration is a major undertaking for every organisation, and there can occasionally be some reticence surrounding migrating the vital parts of any business to the cloud. However, with GreenLake, your business can more practically go hybrid, unlocking all the agility and scalability benefits of the cloud, without needing to run everything off-premises. With GreenLake, you get a hybrid cloud as-a-Service, built on an architecture that's secure, flexible, intelligent, open and that contributes towards your sustainability targets.

Whether you own your own datacentre, or you're currently colocating, HPE GreenLake enables every business to operate as efficiently as possible. This includes up to a **30% reduction in both energy costs and total cost of ownership (TCO)** when switching from CapEx models.<sup>10</sup> GreenLake's as-a-Service infrastructure can be tailored to match your exact needs, building in maintenance, monitoring and support of hardware. Whatever you need, we can help you determine the best path for your business.

<sup>10</sup> <https://www.networkworld.com/article/3686270/three-ways-sd-wan-and-networking-as-a-service-benefit-sustainability-and-esg.html>



## HOW GREENLAKE SUPPORTS SUSTAINABILITY

HPE's own sustainability efforts are founded in circularity, and this underpins how the GreenLake platform enables businesses to operate their IT.



And once the hardware has been retired at the end of its lifecycle with you? As you modernise, it gets reclaimed and given a second life. In fact, HPE is renowned for its world leading asset lifecycle services. Incredibly **almost 90% of assets recovered by HPE Financial Services are upcycled and returned to active use.**<sup>11</sup>

<sup>11</sup> <https://www.hpe.com/psnow/doc/a00112515enw>



## AND THE BENEFITS GO BEYOND SIMPLY ENVIRONMENTAL:

### BENEFIT 01

#### Enhance digital transformation plans

Every business is on a digital transformation journey, and helpfully digital transformation and sustainability efforts are highly compatible. Newer technology, configured and deployed to its highest potential is naturally more sustainable. And the World Economic Forum agrees. They've stated that **companies that link digital and sustainable transformation are 2.5 times as likely to be among the next wave of strongest-performing businesses.**<sup>12</sup>

### BENEFIT 03

#### Doing your bit as a business

The benefits of acting more responsibly tend to be like a ripple effect. As more people within the business see the progress, they start to adopt their own practises, and so it spreads.



### BENEFIT 04

#### Hitting internal targets

With HPE GreenLake Central, you gain measurable insights into how your sustainability efforts are progressing, so that when it comes to reporting internally, you can be confident that you've got the facts to back-up your progress.

### BENEFIT 02

#### Remaining competitive

Recent research has confirmed that **57% of enterprises deem efficiency and sustainability very important** to their competitive differentiation.<sup>13</sup>

### BENEFIT 05

#### Boosting external perceptions

If you're publicly seen to be genuinely acting more responsibly, then it won't just be customers looking more favourably on you: **74% of CEOs believe that increasing ESG efforts attract investors** toward their companies.<sup>14</sup> Emphasis there on 'genuinely': tread carefully when promoting your sustainability credentials.



## Beware of greenwashing

Greenwashing is the practice of exaggerating (wilfully or accidentally) your environmental efforts and their effects. Businesses are being called out for greenwashing, and it can damage your reputation.

So, while promoting your sustainable IT wins, both externally and internally, be sure that they are carefully and accurately relayed. Our advice? Don't overstate your contribution. All improvement efforts are worthwhile, even if they're not known publicly.

<sup>12</sup> <https://www.cio.com/article/350371/how-to-drive-sustainable-data-first-business-with-hpe-greenlake.html>  
<sup>13</sup> <https://www.cio.com/article/350371/how-to-drive-sustainable-data-first-business-with-hpe-greenlake.html>

<sup>14</sup> <https://www.gartner.com/en/newsroom/press-releases/2022-05-18-gartner-survey-reveals-significant-shifts-in-ceo-thinking-on-sustainability-workforce-issues-and-inflation-in-2022>





## WHAT NEXT?

At Servium, we're always conscious of the impact technology has on our planet, and we do our best to weave that into the solutions and services we provide.

If you want to know more about sustainable cloud practices, or how HPE GreenLake could help advance your business' green agenda, just get in touch.



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