

Partnering for a more Sustainable Data Center.



We're experiencing unprecedented times.

Rising consumption strains capacity

Weather patterns impact operations

Economic and sustainability regulation uncertainty across markets

Volatile energy markets

You can't do much about the weather or your local utility company. But inside your data center walls, that's where the road to sustainability begins. Focus on what you can control: your power consumption and drive greater data center efficiency with sustainability best practices.

AI driven workloads will drive huge carbon emissions.

10-15x more energy is required by GPUs that support AI-driven workloads, on average, than by CPUs.¹

29% of data center investments in the next 18 months will be AI driven servers and storage hardware in on-premises, colo and remote edge locations.³

External forces are greatly impacting global business.

40-60% of costs for data center operations are typically energy costs.²

Up to

700% surge in run costs for equipment in two years for I&O leaders, driven by rapid fluctuations in worldwide energy costs in early 2023.⁴

¹Based on IDC Study "Datacenters Best Practices to Mitigate the Environmental Sustainability Impact of GenAI" March 2023

²Based on calculations using Schneider Electric's Data Center PUE Calculator assuming a range of 1.4-1.6 PUE

³Based on IDC Study "Datacenters Best Practices to Mitigate the Environmental Sustainability Impact of GenAI" March 2023

⁴Gartner, "Unlock the Business Benefits of Sustainable IT Infrastructure" Autumn Stanish, Jonathan Forest, Bob Gill, March 16, 2023 (GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved).

ProConsult Advisory Services for Sustainable Data Centers.

We can help you develop a unified vision by creating strategies for a low carbon, energy efficient data center with intelligent power and cooling management.

73%

of firms say they **need a partner** to accelerate their programs and achieve sustainability goals⁵

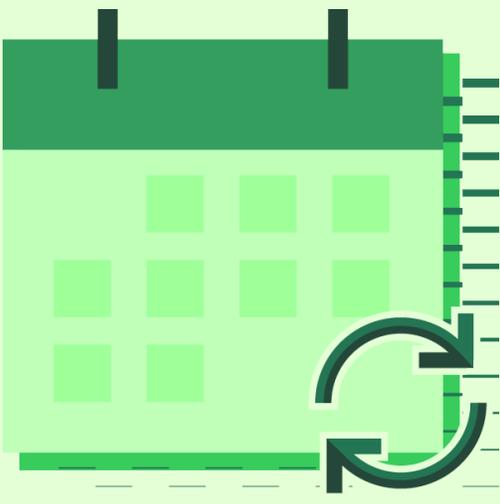
Chart a path to sustainability

Assess current and desired future states.

Leverage best practice guidance and immediately execute on findings.

Create consensus on shared priorities.

Deliver a plan to transition from your AS-IS to your TO-BE state.



Advisory Service Subscription for Sustainable Data Centers.

Versatile and cost-effective, our subscription offer gives you access to our sustainability experts on a part-time basis. Available in monthly, yearly and 3-year subscriptions, you can easily leverage our deep knowledge of Sustainable Data Center design, configuration, integrations and adoption.

Here are some ways we can help:

Create, modify, or update leadership sustainability dashboards.

Provide insights into resource use, adoption, and performance by analyzing dashboards and reports.

Assist in evaluating innovative cooling technologies such as Direct Liquid Cooling.

Assess, advise, and make recommendations regarding energy-efficient hardware and infrastructure.

Provide ongoing guidance and recommendations on how to improve data center sustainability.

⁵ Innovation Catalysts study, Dell Technologies, February 2024, www.dell.com/InnovationCatalyst. Base: 6,600 respondents (IT and business decision makers either driving or influencing innovation in their organization) in North America, Latin America, Europe, Asia, Pacific and Japan and Greater China

Implementation Services for Sustainable Data Centers.

After a detailed assessment, Dell experts will design, plan, and implement strategies to reduce power/energy consumption and drive data center efficiencies based on your specific sustainability goals. Stay aligned with sustainability industry standards by centralizing energy and environmental data to drive strategic decisions.

Implement sustainability strategies and tools to drive business outcomes



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- Site survey and IT estate assessment to optimize energy efficiency and sustainability.
- Baseline for power usage and CO2 emissions.



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- Improve power utilization, while optimizing workload management via virtualization and containerization.
- Review renewable energy sources for optimal power sourcing.



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- Optimize cooling, centralize sustainability data, and enhance HPC performance with expert recommendations.

Our process will assess your readiness to pursue sustainability priorities across these areas:

Strategy

Develop a well-articulated plan.

Data

Analyze your carbon footprint for insights.

Energy models

Create energy efficiency models.

Operations

Drive efficiencies as you move toward sustainability.

Asset lifecycle

Consider how lifecycle management impacts sustainability.

Adoption

Efficiently adopt best practices.

Transform your business with **breakthrough technologies.**

Maximize value per watt with **efficient infrastructure.**

Contribute to sustainability goals that align with **stakeholder expectations.**

Take the next step in your path to modernization.

Dell Technologies Services experts with deep extensive technical knowledge will help you realize your sustainability priorities and outcomes.



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