

Become a Sustainability Hero

with Dell APEX



IT Pros have an opportunity to make a huge impact on their organization's sustainability goals.

IT sustainability has become a core capability of organizations leading the implementation of modern Environmental, Social, and Corporate Governance (ESG) frameworks. Data center infrastructure sustainability stands out as a key area for improvement due to the massive resources consumed by data centers.

The next generation of sustainable IT will extend the life of infrastructure with a circular economy that shares, leases, reuses, repairs, refurbishes, and recycles existing products efficiently. With these capabilities typically built into Infrastructure-as-a-service (IaaS) programs, IT Brand Pulse expects IaaS to be a cornerstone of circular economies. As-a-Service models can help fast track the reduction of e-waste and significantly lower the costs of sustainability related management, including end-of-life equipment.

IT Brand Pulse has found that IT Pro perceptions are dominated by issues that are relevant to their day-to-day activity in the data center. In this industry brief, you will learn that Dell APEX is bringing sustainability to the forefront starting with two key IT responsibilities: provisioning and decommissioning.

IT SUSTAINABILITY

Sustainability is quickly becoming an important part of IT pros daily lives

Challenges stemming from climate change have made ESG central to public and private policy making. Consumers, regulators, and shareholders want to know companies are taking concrete steps to better the environment. Many enterprises have appointed Chief Sustainability Officers tasked with leading a corporation's environmental programs.

As major energy consumers, data centers and networks are an obvious area of focus for companies looking to reduce their energy footprint and improve sustainability. Beyond reducing power consumption, greener end-of-life equipment disposal, vendor selection, and purchasing practices are initiatives IT pros can expect to become familiar with.

In the past, few IT pros considered sustainability a core responsibility and it was a minor factor in purchasing decisions. Today, IT Brand Pulse sees sustainability quickly becoming an important part of the daily lives of IT pros, and a major factor in purchasing and Infrastructure as-a-Service decisions.

"We have a sustainability officer for the campus and it's a topic that definitely comes up in meetings and when we're considering technical choices."



James Kelly

Senior System Administrator – Research
Chapman University

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Three ways subscription models contribute to IT sustainability



Use products as long as possible

Implementing IaaS on-premises and in the cloud supports a circular economy that makes business sense. The complete cycle of repair, recovery, and reuse services are done for you.



Provisions only the resources needed

Instead of committing financially to IT needed for the next 3-5 years, leverage consumption-based models to pay for only what you need today. Other important results are less products on the planet and less resources consumed to make them.



Less decommissioning & e-waste

With a subscription model, fewer products are used because over-provisioning is eliminated, and a circular economy is created that makes them last longer. The bottom line is a lot less decommissioning to deal with and a lot less e-waste.

SUPPORT A CIRCULAR ECONOMY WITH DELL TECHNOLOGIES

Consumption-based models manage the entire lifecycle to keep products in use longer

IT Brand Pulse evaluated the commitment of major IT vendors to sustainability. We found that at Dell Technologies, circularity is a business imperative. The company is concerned about the world consuming 100 billion tons of materials every year, while humanity uses a year's worth of ecological resources every 8 months, and the population could reach 9.9 billion by 2050.

Dell is responding with ambitious goals. By 2030, for every product a customer buys, Dell will reuse or recycle an equivalent product. 100% of their packaging will be made from recycled or renewable material. More than half of Dell product content will be made from recycled or renewable material.

Infrastructure-as-a-Service provided by Dell APEX will contribute to these goals and help you achieve your own circular economy. Dell APEX handles the complete cycle of repair, recovery, and reuse services are done for you.

"We are taking responsibility for the future health of our planet"



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"We provisioned for an acquisition, and it never happened."



Peter Sachs

Storage Infrastructure Engineer
Cambridge Health Alliance

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PROVISION ONLY THE RESOURCES NEEDED

Slash overprovisioning by 42% with a subscription model

Modern IT departments are aligning spend with their business via a combination of cloud and on-premises subscription models that allow them to pay for what they use, when they use it.

Data center architects routinely overprovision compute, storage, and networking by acquiring and standing-up resources needed for the next 3-5 years.

IT pros managing subscriptions start with the data center infrastructure required today for their given workloads, then add and remove services as needed.

The simple capability to provision only the resources needed eliminates the stockpiling of unused IT system capacity. [A study performed by ESG](#) estimates it can reduce overprovisioning by 42%.

LOWER EOL MANAGEMENT COSTS

Cut decommissioning costs by 53% with Infrastructure-as-a-Service

IT Brand Pulse believes if a corporation is serious about sustainability, it will hold itself accountable. Dell is ambitious in this respect with an "Advancing Sustainability Goals" to reuse or recycle an equivalent product for every product a customer buys by 2030. This will become possible by making 100% of their packaging from recycled or renewable material, and with half of Dell product content made from recycled or renewable material.

The subscription model delivered by Dell APEX automatically contributes to Dell's goals and your organization's goals. APEX compute, storage, networking and software as-a-service provides exactly the capacity you need as you grow, eliminating overprovisioning which reduces e-waste.

Infrastructure-as-a-Service also creates a circular economy for the products behind the service that makes them last longer. The bottom line is a lot less decommissioning to deal with and a lot less waste. According to a [study by IDC](#), APEX can save customers up to 53% of time spent on decommissioning and retiring hardware.

"Right now, we've mostly been focused on increasing the sustainability of our disposal"



James Kelly

Senior System Administrator – Research
Chapman University

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"To my colleagues, I highly recommend moving to an As-a-Service solution"



Spyros Psarras
IT Manager
Filosofish

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BE A SUSTAINABILITY HERO

Know your contribution. Make sure your organization gets credit.

Sustainability has burst into the top tier of corporate initiatives because of an urgent need to reduce resource consumption and greenhouse gas emissions. If global circularity doubled (to 17%), global emissions [could be reduced by 39% by 2032](#) and put the world on track for staying below a 2-degree temperature rise.

Dell APEX is helping position IT sustainability as an important corporate initiative by making products last longer, eliminating overprovisioning, and reducing e-waste. It makes business sense and helps save the planet.

As sustainability become part of the daily life of IT pros, heroes are emerging to lead by example. Filosofish is a company that is close to the environment and cares about their people. IT Manager Spyros Psarras started the company's IT sustainability initiative and migration to a subscription model. IT Brand Pulse recognizes Spyros as a true Sustainability Hero.

HOW TO CONTRIBUTE TO SUSTAINABILITY GOALS

3 recommendations from IT Brand Pulse

1

Consider the sustainability benefits of subscription models when evaluating buy vs. As-a-Service, and when comparing vendors.

2

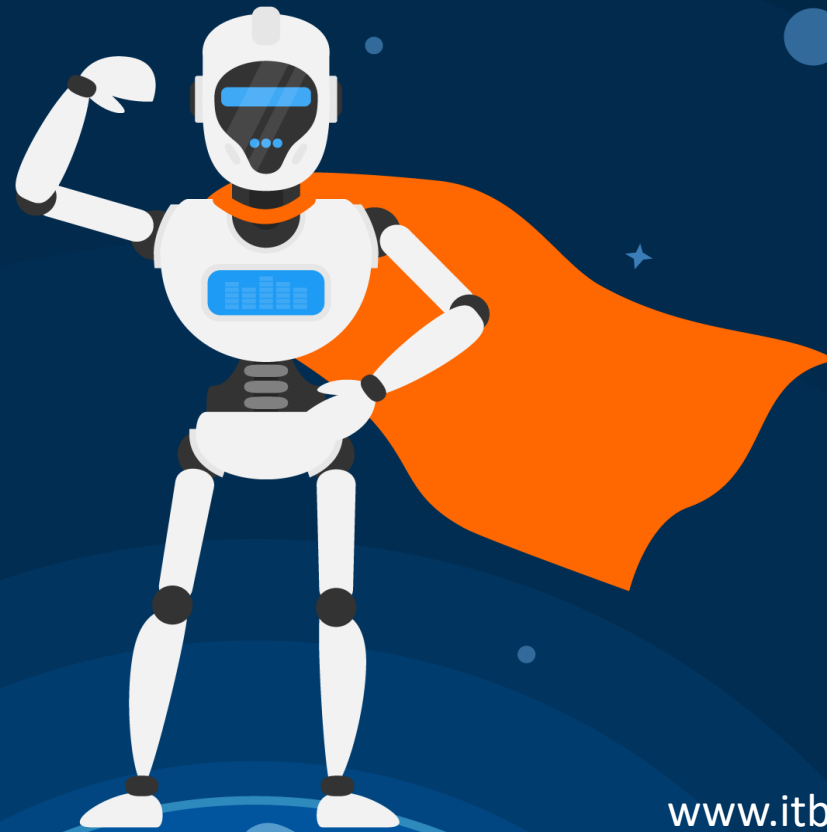
Ask your vendor for data on the sustainability contribution of their specific service subscription.

3

Provide the sustainability data to your business, so you and your organization get the credit you deserve.



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