

Energy Efficiency and Sustainability Demands Are Transforming IT Strategy

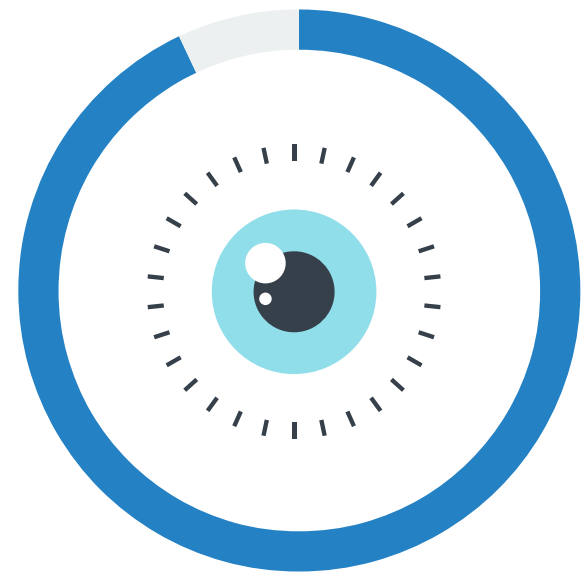
How Dell Technologies Innovations Are Leading the Way in Energy Efficiency and Sustainability

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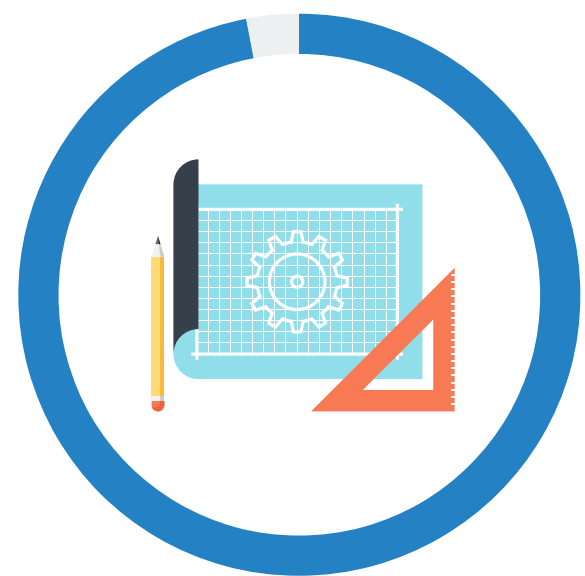
Energy Efficiency, as Part of Environmental, Social, and Governance (ESG) Requirements, Impacts Business Strategy and IT Decision-making



93%

said their IT supplier's ESG program will have an impact on their IT purchase decisions.

Question text: Do you expect that an IT supplier's ESG performance will have a greater impact on your organization's IT decision-making and operational procedures over the next 12-24 months? (Percent of respondents, N=400)

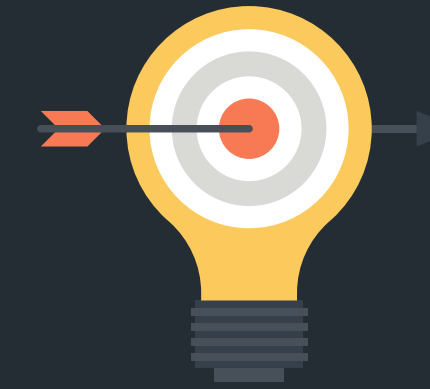


97%

said ESG programs are part of their organization's strategy.

Question text: To what extent does ESG impact your organization's strategic planning? (Percent of respondents, N=283)

Increasing Importance



64%

We anticipate that ESG will increase in importance or even become a requirement, and we are being proactive.



64%

We are required by customers and partners to apply ESG assessment to our technology suppliers.

Question text: Why do you believe that the ESG programs of your organization's IT suppliers influence, or will influence, your organization's purchasing decisions? (Percent of respondents, N=395, multiple responses accepted)

Organizations Embrace Energy Efficiency and Sustainability to Boost Profits, Control Costs, and Amplify Image with Buyers

TOP REALIZED BENEFITS from ESG Initiatives



46%
Improved brand development



41%
Increased profitability



24%
Lower operational costs



19%
Lower capital expenditures

Question text: Which of the following primary business benefits has your organization already realized from implementing ESG initiatives? (Percent of respondents, N=283, multiple responses accepted)

ACTIONS TAKEN Regarding ESG Initiatives



87%
identified that an internal ESG program accelerated the replacement timeframe for existing IT equipment.



85%
identified that their organization has eliminated a potential supplier or product due to ESG concerns.

Question text: Has your organization taken any of the following actions regarding its ESG initiatives? (Percent of respondents, N=400)

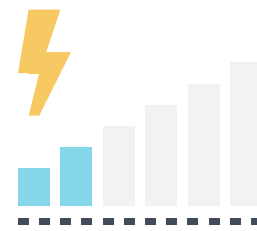
Dell has more
ENERGY STAR
storage
certifications
**than any other
storage vendor.***

Dell Technologies Is Already a Leader in Energy Efficiency and Sustainable Technology



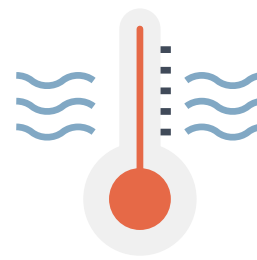
Dell Technologies is reducing their carbon footprint, so you can reduce yours

Dell Technologies currently invests in sustainable materials, works with responsible supply chain partners, and is lowering energy intensity to reduce its product carbon footprint.



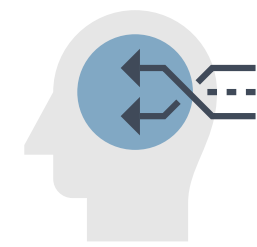
Improve your energy efficiency without compromising performance

Dell Technologies has reduced its energy intensity by 76% across its entire portfolio since 2013, including an 83% reduction in PowerEdge servers.



Advanced thermal and airflow innovations lower cost at scale

Dell SmartCool options can significantly reduce overall data center thermals, while Dell SmartFlow technology optimizes airflow through Dell's systems resulting in increased airflow and reduced fan power by up to 52%. (PowerEdge)



Advanced data reduction technologies lower costs, guaranteed

Dell's intelligent data reduction technologies can deliver up to a 55:1 data reduction guarantee to significantly reduce power, cooling, and hardware requirements.



Sustainable options to offload operations with Cloud Services

With APEX, users can host solutions in colocation facilities powered by 95% renewable energy.

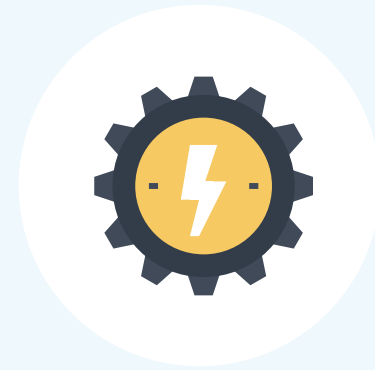
*Based on Dell analysis of ENERGY STAR-certified Data Center Storage products.

Dell Technology Achievements in Energy Efficiency and Sustainability

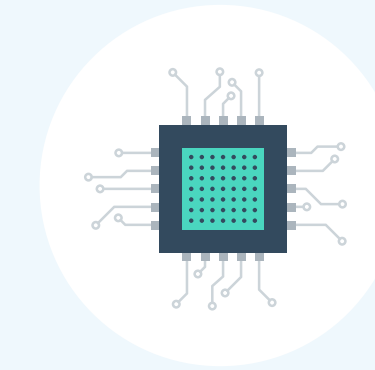
» Improve your energy efficiency without compromising performance



80% power savings per terabyte (PowerMax)¹



5x capacity per kVA (PowerMax)²



Up to 55% greater processor performance efficiency delivered (PowerEdge)³



60% more IOPS per Watt (PowerStore)⁴



Better efficiency with half the power and half the rack space required per TB (PowerScale)⁵

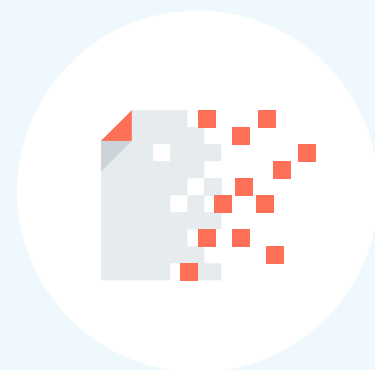


Savings of up to 41% in power and cooling costs per PB (PowerProtect DD)⁶

» Portfolio of energy efficient storage with the most comprehensive set of data reduction guarantees



4:1 data reduction guarantee (PowerStore and PowerMax Future-Proof)⁷



Up to 55:1 data reduction guarantee (PowerProtect)⁸



3:1 data reduction guarantee for mainframe data (PowerMax)

Five Actions You Can Take Now to Optimize for Energy Efficiency and Sustainability

1. **Audit your infrastructure** environment to identify where to accelerate replacement.
2. **Consolidate and optimize** with modern infrastructure and data reduction to reduce the quantity of systems and the power and cooling requirements.
3. **Embrace on-demand infrastructure** (such as Dell APEX) to minimize the amount of idle infrastructure.
4. **Leverage inherent green capabilities** to better manage, control, and optimize energy efficiency and power consumption.
5. **Recycle outdated infrastructure elements** by working with a vendor that offers recycling programs.

Organizations should work with experienced and established leaders in both technology and energy efficiency, such as Dell Technologies and Intel, that can help them achieve their sustainability goals.

[LEARN MORE](#)

DELLTechnologies

intel



METHODOLOGY

In 2022, TechTarget's Enterprise Strategy Group conducted several studies to understand the impacts of ESG compliance (aka "sustainability") within the IT purchasing community. In the second quarter of 2022, Enterprise Strategy Group surveyed 400 IT professionals that were involved in IT product and service purchase decisions. 85% qualified as IT decision-makers for their technology area within their organization. Organizations surveyed were from North America, UK, ANZ, and Singapore and represented enterprise organizations (67% of respondents), as well as small and midsize firms (33%).

1. Based on Dell internal analysis comparing power (kVA) per effective terabyte of the PowerMax 2500 compared with the PowerMax 2000, March 2022.
2. Based on Dell internal analysis comparing effective capacity per kVA of the PowerMax 2500 compared with the PowerMax 2000, March 2022.
3. Based on Dell internal calculations using SPECintRate score of 1410 achieved on a Dell PowerEdge R7625 and a processor cTDP of 400W with AMD Epyc 9654 (96 core) processors compared to a score of 636 and cTDP of 280W on a Dell PowerEdge R7525 with AMD.
4. Based on Dell analysis comparing maximum IOPS per Watt for PowerStore 1200 base appliance configurations with PowerStoreOS 3.0 vs PowerStore 1000 base appliance configuration with PowerStoreOS 2.0. Actual results vary.
5. Based on Dell internal analysis, June 2022. Actual results will vary.
6. When comparing 1 petabyte of data on a DD9800 with Cloud Tier and PowerProtect DD9900 with Cloud Tier. Actual results may vary. March 2022.
7. Based on Dell's Future-Proof program that offers 4:1 data reduction guarantee based on PowerMax data reduction tools (dedupe and data compression) for open systems storage, March 2022. Actual data reduction rates will vary.
8. Based on Dell internal analysis, April 2022

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