

Achieve your goals

with end-to-end sustainability



The business case for sustainability has never been clearer.

As energy prices soar and environmental challenges increase, companies face skyrocketing costs and increased regulatory scrutiny. Consumers, too, are gravitating toward brands that balance customer needs with good stewardship of the environment.

At the same time, technologies like artificial intelligence (AI) are putting new strains on existing IT infrastructure and energy resources. Success in this era will require reimagining how we power and manage our technology.

New research clearly demonstrates the urgency of this challenge: Our recent survey found that 90% of respondents agree sustainable practices should be integral to an organization's strategy. A further 87% agree that optimizing energy efficiency in their data centers is essential to achieving their goals and environmental commitments.

At Dell Technologies, we empower organizations to thrive in a dynamic IT landscape with end-to-end sustainability. Our approach combines a commitment to efficient AI strategies, climate action, and circular IT – all in the name of driving real outcomes for both business and the planet.

95%

of organizations say they have a sustainability strategy.

The top 3 priorities include:

1. Reducing the organization's carbon footprint and emissions
2. Energy efficiency and reduced power consumption
3. Sustainability reporting and regulatory requirements





AI & Sustainability

Data centers running AI workloads can consume significant amounts of energy, and the computational and resource demands of training large language models present new challenges. Today, 85% of business leaders say they have concerns over the environmental impact of their organization's AI technologies.



Yet, AI also has the potential to accelerate solutions to the corporate world's most pressing sustainability challenges. For example, AI-powered systems can analyze massive amounts of data to streamline resource consumption and predict equipment maintenance needs. In fact, 82% of respondents agree that AI is crucial for optimizing resources and enhancing sustainability in their operations, and 79% believe the benefits of AI outweigh its environmental impact.

In order to build a truly sustainable foundation for AI, sustainability concerns must be addressed early on. By leveraging energy-efficient AI servers, storage solutions, and PCs, along with advanced software for monitoring and automating IT processes, companies can reduce power consumption without sacrificing performance.

Perhaps most importantly, a sustainable approach to AI factors in the human element just as much as it does the technological one. Developing technologies that drive human progress is a central part of Dell's mission — and in the AI era, that **commitment** is stronger than ever.

87%

of organizations are taking steps to address the increasing demands of AI.

The top 5 steps include:

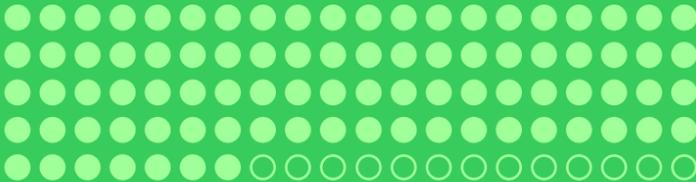
1. Implementing advanced power management tools
2. Upgrading to energy-efficient hardware
3. Utilizing renewable energy sources
4. Optimizing algorithms, i.e., that require less computational power and energy
5. Conducting regular energy audits



Taking Climate Action

87%

of leaders agree that sustainable design and energy efficiency are key factors when selecting technology solutions.



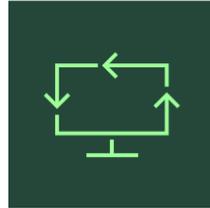
Forward-thinking businesses recognize that sustainability must be an integral part of their technology strategy from the ground up.

The data center represents one of the most significant opportunities for impact. Advanced cooling technologies – like the **liquid cooling systems** we employ at Dell – can work alongside highly efficient hardware to significantly reduce energy consumption. Such innovations help empower organizations to meet ambitious sustainability requirements while maintaining peak performance.

At Dell, we know that success in sustainability requires both visionary goals and the ability to act on data-driven insights. Our Professional Services for Sustainable Data Centers ensure that IT infrastructure is optimized for maximum efficiency, incorporating right-sized AI workloads to optimize energy use.



Achieve your goals with end-to-end sustainability



Implementing Circular Practices

The linear "take-make-dispose" model is increasingly untenable. Leading organizations are embracing a model of circular innovation that maximizes value while minimizing waste through reuse and recycling, which helps keep products and materials in use for as long as possible.

This shift means making informed choices about new technology investments and selecting devices designed with sustainability in mind. It also requires having a plan for retiring devices when they are no longer needed — ensuring valuable materials return to the supply chain rather than end up in landfills.

Dell has engineered comprehensive solutions to address these focus areas — and our commitment to extending product lifespans and reducing waste begins before a device is even powered on.

At the design stage, we use sustainable materials for both our products and packaging. Our devices are engineered to be upgraded or repaired

to extend product life. When they reach the end of their life cycle, our recovery services help valuable materials return to the supply chain.

The rise of AI is driving a technology refresh cycle, making responsible device retirement more important than ever. Dell's [Asset Recovery Services](#) enable the responsible return and recycling of old devices as customers adopt new technology, ensuring materials stay within the circular economy. This approach also helps organizations maximize their investments while minimizing environmental impact.

We're also revolutionizing how organizations access and manage their technology. Through flexible payment solutions like APEX and PC-as-a-Service, we're making it easier for businesses to adopt circular economy models. The result is a fundamentally new approach to IT that's a far better fit for our modern world — and a more sustainable way of doing business in more ways than one.

84%



of leaders say circularity in AI hardware is an important consideration in their IT asset management system.



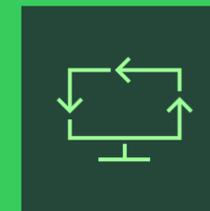
Achieve your goals with end-to-end sustainability

Driving Impact Through Partnership



Sustainable innovation isn't a journey that organizations can — or should — undertake alone. Real transformation requires strategic partnerships that amplify impact and create lasting value for both business and humanity at large. Our survey suggests business leaders already understand this: Eighty-one percent admit they need the help of a third party to achieve their sustainability goals, and 84% say collaborating with a third party would simplify their efforts to implement circular IT practices.

We live and breathe this collaborative ethos at Dell. By working with global nonprofits, we're equipping people with the skills needed to thrive in an AI-powered future. Programs like our Solar [Community Hubs](#) demonstrate how technology can empower communities while advancing sustainability goals. Our [mentorship programs and educational initiatives](#) are designed to break down barriers and create pathways to technology careers for underrepresented groups.



Achieve your goals with end-to-end sustainability

By aligning innovation with sustainability, Dell is proving that technology can be a force for both growth and good. Our solutions enhance operational efficiency, promote environmental responsibility, and foster digital inclusion. By implementing sustainable AI, creating circular IT practices, and committing to climate action, our innovative portfolio helps organizations achieve their goals sustainably.

Just as the climate crisis demands immediate action, the AI revolution presents unprecedented opportunities to drive positive change. With Dell Technologies as your partner, you can confidently navigate both challenges — turning sustainability commitments into competitive advantages while building a more resilient future.

Your organization is uniquely positioned to lead this transformation. Visit [Dell.com/Sustainability](https://www.dell.com/sustainability) to learn how our solutions and expertise can help you achieve more while building a better future for all.



About Dell Technologies

Dell Technologies (NYSE: DELL) helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the AI era. Learn more at [Dell.com](https://www.dell.com)