

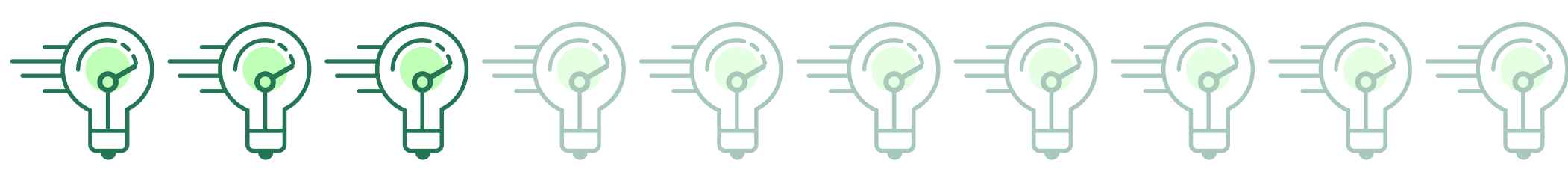
# Driving sustainable innovation for better business outcomes

Sustainability is now a core business priority for most companies, impacting everything from cost-savings through energy efficiency, to regulatory compliance and emission reductions, to improving brand reputation and appealing to new buyer segments.

The **Dell Technologies Innovation Index**, a global survey with 6,600 business and IT decision makers (ITDMs), provides insights how organizations are leveraging technology to incorporate sustainable innovation into their business.

## Climate change is an innovation accelerator

**34%** of respondents are accelerating their innovation in response to climate change



## Delivering on sustainability goals

To scale sustainable innovation and drive sustainable business outcomes, companies should partner with technology providers who can offer the right tools, services, products, materials and insights.



## Reducing carbon footprint



**52%** of ITDMs say they're reducing their overall IT carbon footprint



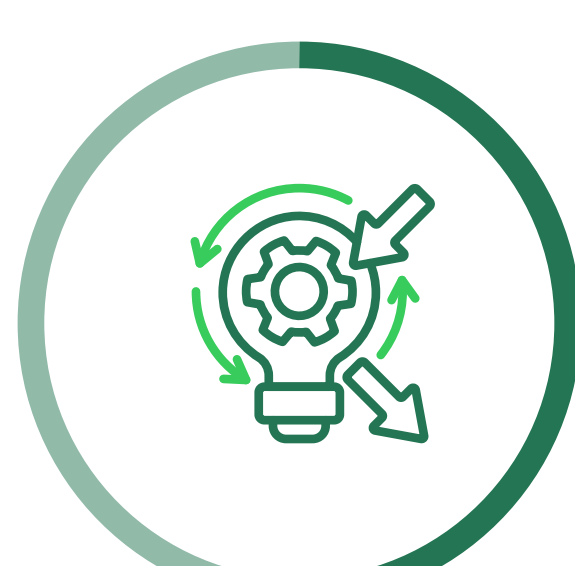
**39%** are turning to technology to gain greater visibility of their carbon impacts

Dell reduces GHG emissions across the entire lifecycle of our products and services, partnering upstream with our supply chain and downstream with our customers to reduce emissions associated with the production and use of our technology.

## Becoming more energy efficient



**47%** say they're reducing energy use in the data center



**50%** are becoming more energy efficient by leveraging Edge/AI/ML to action data insights

Dell optimizes IT infrastructure and provides data reduction guarantees so organizations can significantly reduce power, cooling and space requirements.

## Testing new consumption models



**42%** are experimenting with as-a-Service to manage energy use

Dell delivers as-a-Service options so organizations can fully utilize equipment and maximize energy efficiency.

## Reducing e-waste



**47%** are retiring or recycling end-of-life IT equipment

Dell helps organizations retire end-of-life IT equipment for reuse and recycling so organizations can securely and sustainably manage waste and confidently plan for future innovation.

Now is the time to drive impact, together. Sustainability isn't a trade-off; it's an ethical and strategic move, resulting in long-term business value. **Dell's commitment** to climate action and the circular economy powers the creation of our sustainable technology and solutions for a better today and tomorrow. Combine our innovation with your ideas and together we'll achieve your outcomes faster and more sustainably.

To learn more about how Dell is driving innovative products and solutions for a more sustainable future, visit:

[Dell.com/SustainableDevices](https://Dell.com/SustainableDevices)

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Source: Dell Technologies Innovation Index, February 2023.  
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