Technology Professional Insights

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IN FOCUS

Sustainability and digital transformation — for the business and the planet.

Organizations globally are at a tipping point where the decisions made today will affect future generations. With digital transformation becoming more and more essential, IT professionals are looking for ways to future-proof their organization's infrastructure.

The Governance and Accountability Institute determined over 86% of the companies in the S&P 500 Index published a sustainability report in 2018, up from only 20% in 2011.

This new focus on reporting and data analytics reflects how environmental factors are an increasingly important element in the business's strategic vision. However, this sustainable 'best practice' is not purely about good optics, it is also a competitive advantage that can influence business partners, clients, and investors.

Enterprises are much more aware of the higher expectations that the public imposes upon them. The S&P Global Ratings mark environmentally beneficial investment opportunities (Green Evaluations) and socially responsible governance practices (environmental, social and governance, or ESG score).

For businesses to meet the demands of their customers, IT leaders across all sectors must come together with sustainability top of mind. Organizations must be actively innovating and driving transformation to ensure their IT strategies meet the needs of the new hybrid world.

We have compiled the key insights and trends that IT professionals are evaluating today to build the sustainable infrastructure of the future.

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INSIGHT 1

How do businesses build sustainable edge data centers?

Digital transformation at the edge is pivotal as businesses adjust to the all-digital world. In fact, the growth projections conclude that there will be 7.5 million more micro data centers expected to be installed by 2025. What CIOs and leading IT decision makers are responsible for is ensuring that the critical networks, systems and processes are resilient and sustainable as edge data centers consume more energy. To achieve successful transformation, Schneider believes the deployment of edge data center requires:

Increased standardization and integration
Easy-to-use digital design tools and platform standardization are the key to simplifying the deployment and maintenance of multiple edge data centers. This is essential as a large pain point for customers is slow response time. This ensures businesses can get the most out of their limited data center staff members.

Greater efficiency
As the demand for edge data centers increases it would be impossible for IT staff to manage this number of deployments without assistance. For greater efficiency and to drive lower costs, IT Professionals can leverage emerging capabilities like data insights, benchmarking, and predictive analytics.

Cost effective serviceability
As a result of the global pandemic, many organizations are facing revenue constraints. Therefore, business leaders are looking for solutions with high ROI, which is why new services are emerging to remove the complexity in monitoring and dispatching multiple edge sites.

Remote monitoring and management with AI
Remote monitoring and management capacities have become a top priority particularly in response to the new hybrid workforce of the post pandemic landscape. AI and predictive analytics are helping organisations measure the sustainable impact of their critical edge data center infrastructure.

Read more on what to consider when building sustainable edge data centers.

INSIGHT 2

A framework for achieving sustainability

The business and technological world is evolving at an incredible pace. With so many changes happening, organizations are looking to stay one step ahead, particularly when it comes to digital transformation and innovation in the new hybrid world.

When it comes to businesses with multi-tenant data centers, Schneider Electric has recognized how the company shareholders are demanding that companies be responsive and report on what they're doing around sustainability.

However, for technology experts, the process can prove challenging. By doing a simple Google search, you can easily be overwhelmed by the extensive list of buzzwords: climate positive, remineralize, organic, greenhouse effect, eco-conscious, freecycle, etc. The question becomes: 'Where do you actually start?'

Schneider Electric believes it's their responsibility to help customers understand and simplify — helping them make a difference in their business and for the planet.

> **"99% of large companies agree that [sustainability] is important to their business. It's, in fact, 49% of the world's GDP [that] has countries that are legislating or net zero emissions. That's an incredible number, half the world is now proactively looking to legislate on this topic."**
>
> **Kevin Brown**
> SVP EcoStruxure Solutions

Watch this video to hear how to achieve business goals and build an overall approach to data center sustainability.

INSIGHT 3

Powering Sustainable Innovation

The journey to unlocking digital transformation and a more sustainable future starts at the data center. Schneider Electric's customers have realized to be successful in the current competitive market; organizations must have an energy-efficient, environmentally friendly strategy that improves cost-efficiency.

Schneider Electric is helping DataXion, the largest data center in North Africa. With our data center solutions, DataXion can provide all their customers (banks, insurance companies and financial institutions) with uninterrupted data that is powered sustainably.

The results:

35% energy savings

30% cost savings in maintenance

20% cost savings on engineering, commissioning costs, and time optimization

"**Thanks to the design, the technical choices and operational management, we (are) making 35% of energy saving today. We optimize to be competitive and respect the environment.**"

Naceur Kchaou,
General Manager of DataXion

Read how Schneider Electric helped DataXion optimize its efficiency and reduce energy consumption.

INSIGHT 4

Advance your sustainability strategy with four steps

Incorporating sustainability is easier said than done—particularly with all the challenges surrounding implementing new ideas and planning for an uncertain future. Here are the four key steps to building a comprehensive yet still manageable plan.

The key steps are:

1. **Define success:**
   Know what you are aiming for and empower your team to help you achieve it.

2. **Set targets:**
   No matter how large or small and make small gains wherever possible
   — 1% annually over 25 years will significantly affect a global organization.

3. **Deploy holistic programs:**
   Look at the entire business and analyze where to make improvements monthly, quarterly, or annually.

4. **Sustain your results:**
   Track your progress through monitoring, managing, and sharing the lessons learned.

[Read more practical tips and discover why sustainability is imperative for data centers.](#)

INSIGHT 5

Sustainability can save you money

Technology experts are looking for innovative solutions with a higher focus on more sustainable operations. Schneider Electric's customers get greater control over energy usage for improved sustainability resources by utilizing connected solutions. But how do you know if your edge data centers are energy efficient and sustainable?

One simple way to measure is economically.

> **Most retailers operate at a 4% profit margin; a 15% reduction in energy consumption will increase profit margin from 4 to 4.75% – an 18.7% increase in store profit.**
>
> **Rajesh Thangaraj**
> Edge Solutions Evangelist for the Secure Power Division of Schneider Electric

These solutions aren't just good for the environment, they have a high return on investment. Schneider Electric's customers are experiencing the benefits of sustainable infrastructure at the edge. These benefits include:

Reduced IoT solution costs	Better opportunity to manage risk	Faster response time	Local autonomy	Bridging IT and OT

Read the blog to uncover how a variety of businesses are leveraging the economic benefits of sustainable infrastructure.

INSIGHT 6

The top trends from Technology Magazine

In Technology Magazine, Natalya Makarochkina speaks about the four defined needs to future-proof your organization's infrastructure.

> **"The four defined needs for future data centers—Sustainable, Efficient, Adaptive and Resilient. They will need to be achieved through cost optimization and reducing the risk of downtime."**
>
> **Natalya Makarochkina**
> Senior Vice President of the Secure Power Division
> International Operations for Schneider Electric

However, the focus will remain on sustainability as the industry evolves from 2021—because when a company successfully focuses on sustainability, it consequently improves operational efficiency, adaptability, and resiliency.

It is essential for technology professionals that they ensure the digital innovation is continuous and sustainability is the number one priority—it is key to the next generation.

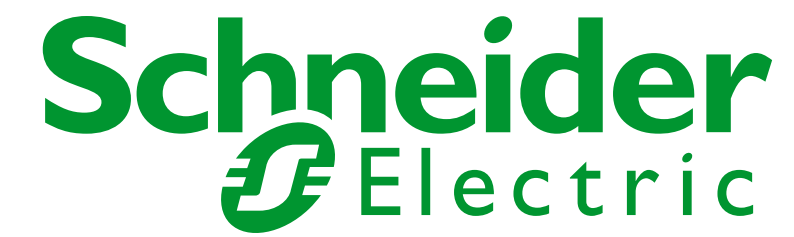**Schneider Electric has outlined its' Sustainable Commitments:**

• Creating a climate-positive world

• Efficient resource consumption

• Credibility principles

• Equal opportunities

• Inclusion of all generations

• Strengthening communities

With these commitments in mind, Natalya explains that the most effective strategy encompasses electric and digital innovation to create a sustainable future.

Read more on the top trends in sustainable innovation.

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