

# Partnering for a more sustainable data center.



We're experiencing unprecedented times.

Rising consumption strains capacity

Weather patterns impact operations

Economic and climate regulation uncertainty across markets

Volatile energy markets

You can't do much about the weather or your local utility company. But inside your data center walls, that's where the road to sustainability begins. Focus on what you can control: your power consumption and drive greater data center efficiency with sustainability best practices.

AI driven workloads will drive huge carbon emissions.

**10-15X more energy** is required by GPUs that support AI-driven workloads, on average, than by CPUs.<sup>1</sup>

**29% of data center investments** in the next 18 months will be AI driven servers and storage hardware in on-premises, colo and remote edge locations.<sup>3</sup>

External forces are greatly impacting global business.

**40-60% of costs** for data center operations are typically energy costs.<sup>2</sup>

Up to

**700% surge in run costs** for equipment in two years for I&O leaders, driven by rapid fluctuations in worldwide energy costs in early 2023.<sup>4</sup>

<sup>1</sup>Based on IDC Study "Datacenters Best Practices to Mitigate the Environmental Sustainability Impact of GenAI" March 2023

<sup>2</sup>Based on calculations using Schneider Electric's Data Center PUE Calculator assuming a range of 1.4-1.6 PUE

<sup>3</sup>Based on IDC Study "Datacenters Best Practices to Mitigate the Environmental Sustainability Impact of GenAI" March 2023

<sup>4</sup>Gartner, "Unlock the Business Benefits of Sustainable IT Infrastructure" Autumn Stanish, Jonathan Forest, Bob Gill, March 16, 2023 (GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved).

# ProConsult Advisory Services for sustainable data centers.

We can help you execute a unified vision by creating strategies for a low carbon, energy efficient data center with intelligent power and cooling management.

73%

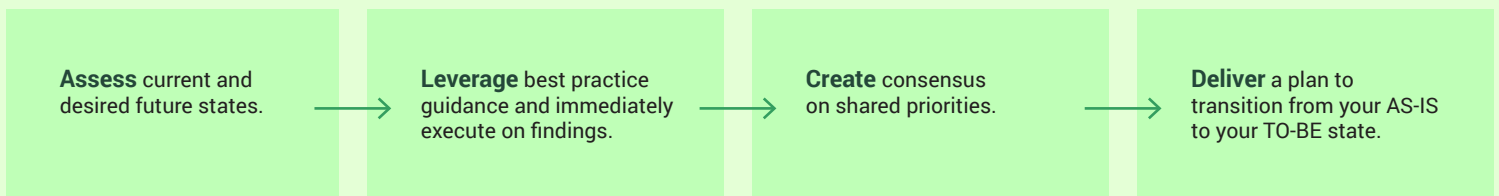
of firms say they **need a partner** to accelerate their programs and achieve sustainability goals<sup>5</sup>

Transform your business with **breakthrough technologies.**

Maximize value per watt with **efficient infrastructure.**

Contribute to sustainability goals that align with **stakeholder expectations.**

## Chart a path to sustainability



Our process will assess your readiness to pursue sustainability priorities across these areas:

### Strategy

Develop a well-articulated plan.

### Data

Analyze your carbon footprint for insights.

### Energy models

Create energy efficiency models.

### Operations

Drive efficiencies as you move toward sustainability.

### Asset lifecycle

Consider how lifecycle management impacts sustainability.

### Adoption

Efficiently adopt best practices.

Take the next step in your path to modernization.

Dell Technologies Services experts with deep extensive technical knowledge will help you realize your sustainability priorities and outcomes.



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<sup>5</sup> Innovation Catalysts study, Dell Technologies, February 2024, [www.dell.com/InnovationCatalyst](http://www.dell.com/InnovationCatalyst). Base: 6,600 respondents (IT and business decision makers either driving or influencing innovation in their organization) in North America, Latin America, Europe, Asia, Pacific and Japan and Greater China