

#2

Four ways to incorporate cloud in your sustainability and Net Zero strategy.

You're engaging in digital transformation on the one hand. You know you need to reduce waste and emissions from IT to meet sustainability regulation and your organizations Net Zero goals on the other. "Cloud" is often touted as the solution you need, but how can you ensure that your cloud investments are truly more sustainable, and critically – how can you prove that?

1. Know your baseline

For many organizations, this is the biggest hurdle they need to overcome. That's why Atos and Microsoft offer a range of expertise to help you understand what your current situation is, set accurate benchmarks and identify where you can make the biggest reductions without harming performance or impacting your balance sheets. Microsoft Cloud for Sustainability also provides tools and insights to manage data at scale, so you can track your progress, and prepare for ESG data governance and reporting.

2. See the bigger picture when it comes to your service providers

Net Zero isn't just about what you directly produce when it comes to carbon emissions. Scope 3 of the GHG Protocol is all about the emissions from those you partner and work with. So it's important to look at your service providers and suppliers and ensure they are helping you towards your goals, not holding you back. Atos and Microsoft both have some of the most aggressive Net Zero goals across the industry, and have extensive independent recognition of their results. As our emissions reduce, by association so do yours. A win all round for you and the planet.

3. Consider cloud as part of your strategy, not the whole solution

Microsoft Cloud can provide impressive reductions in your carbon emissions. A study found that, ‘Microsoft Cloud is between 22 and 93 percent more energy efficient than traditional enterprise data centers, and is between 72 and 98 percent more carbon efficient’. So moving more workloads to the cloud should certainly be part of your approach. However, Gartner also predicts that around a third of workloads will still be running on-prem or in managed data centers by 2028. So, you need to consider sustainability a cloud+ project to meet your Net Zero goals. Atos hybrid cloud contributes to sustainability with energy-efficient data centers, optimal energy efficient hardware and optimal utilization to deliver a reduced footprint while also leveraging cloud enabled services.

4. Measure, monitor, manage. Measure, monitor, manage. And repeat.

Achieving sustainability is not a one-off project. It needs to become a standard part of your IT operations on an ongoing basis. Regulators expect organizations to continue to monitor, manage and report on their emissions in the same way they report on their financials. To achieve this without impacting operations and digital transformation programs, you need the right expertise and platforms in place. Atos and Microsoft help customers harness their data effectively, and continuously align or re-align their sustainability commitments.

Atos leverage Microsoft Cloud for Sustainability which offers a growing set of ESG capabilities, including Microsoft Sustainability Manager, to record, report, and manage emissions, with tools and insights to manage such data at scale. This is then applied by Atos to help establish a more sustainable workplace, sustainable hybrid cloud, green OPS or green FINOPS and so on, depending on the best strategy identified in each case.

> **Learn more** about how we are helping organizations become more sustainable. Visit our page on the Microsoft Partner Centre