

The State of IT-driven Sustainability

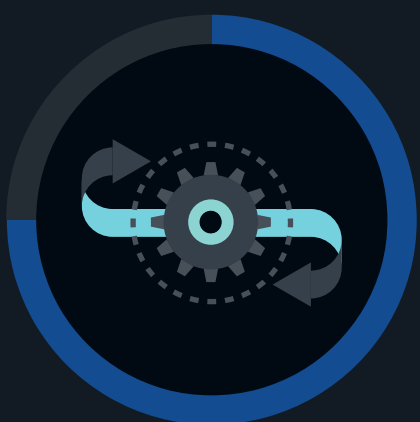
As organizations increasingly face societal pressures to make concrete commitments concerning carbon emissions, sustainability has now become a top priority for optimization. While sustainability requirements can pose challenges for organizations of all sizes, these initiatives also present opportunities to improve a wide range of crucial metrics across business ecosystems. TechTarget's Enterprise Strategy Group recently surveyed IT professionals responsible for evaluating or purchasing technology products and services to gain insights into these trends.

Notable findings from this study include:



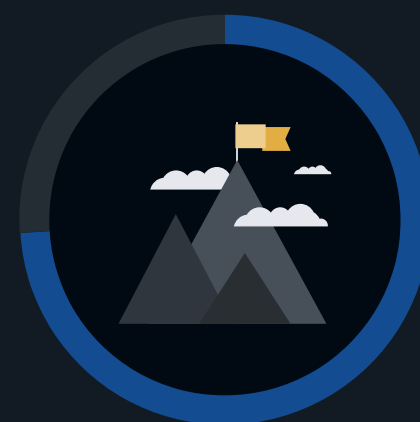
83%

of organizations report that sustainability is increasing in importance as a **purchase factor** when evaluating IT suppliers.



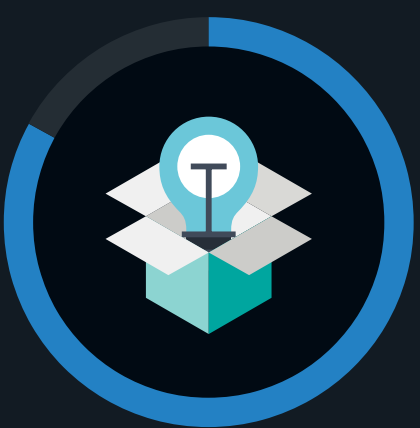
75%

of organizations have moved data or relocated a workload to reduce emissions.



74%

of organizations have a published goal or commitment to become carbon-neutral.



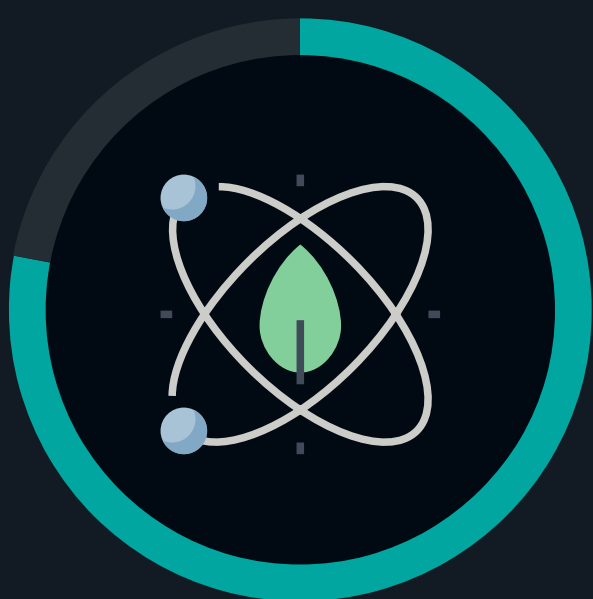
83%

of organizations have an initiative to reduce the energy consumption of their storage infrastructure.



95%

of organizations plan to address any negative impacts that AI may have on sustainability initiatives.



78%

of organizations are more likely to choose the **sustainable option** when comparing products and services similar in price and functionality.

For more from this Enterprise Strategy Group study, read the full research report, *The State of IT-driven Sustainability*.

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