



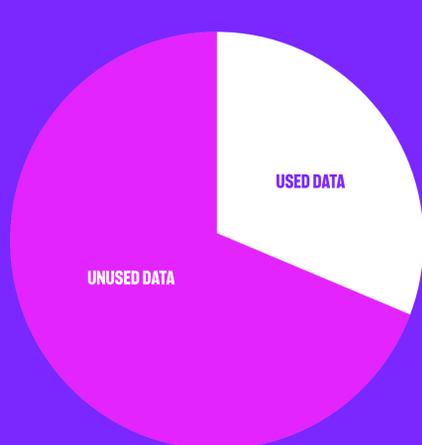
BOOST GEN AI SUSTAINABILITY WITH A SMARTER DATA STRATEGY



The data imperative for a better world

DATA-DRIVEN AI FUELS DATA EXPLOSION— AND A GROWING CARBON FOOTPRINT

With accelerated adoption of GenAI comes exploding data growth. But there's a hidden cost to all this data: most of the data created and stored (68%!) never gets used.



Cloud data storage by 2025

- 136 zettabytes* (unused)
- 64 zettabytes (used)

*How much is a zettabyte? One trillion (1,000,000,000) gigabytes.

**500GB OF CLOUD STORAGE/YEAR =
1 TON CARBON**

OR



2,326 miles

Driven by an average gasoline-powered passenger vehicle



110,352 smartphones

charged

Sources: Seagate Technology Report with Research and Analysis by IDC, Rethink Data: Put More of Your Business Data to Work—From Edge to Cloud, July 2020. <https://stanfordmag.org/contents/carbon-and-the-cloud> <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

IT LEADERS FACE A SUSTAINABILITY GAP

81%

of senior IT leaders say that “green IT” (defined as “reducing tech-related environmental impact) is a top priority

YET

70%

of the same IT leaders say their company’s ever-increasing need for computing power for AI, GenAI and other power-intensive workloads directly conflicts with sustainability goals

Source: Intel, <https://www.intel.com/content/www/us/en/environment/sustainable-cto.html>

5 STEPS TO A SUSTAINABLE DATA APPROACH

Working with data-first partners like Wipro and NetApp, to build an intelligent data infrastructure and sustainable data strategy to power AI, GenAI, and whatever comes next. So you can monitor and manage all your data no matter where it lives, no matter how much it grows, no matter how you need to use it. All while you reduce environmental impact and maximize data value.



1. ASSESS HOW IT RESOURCES, BOTH ON-PREMISES AND IN THE CLOUD, ARE BEING USED

Paired with Wipro FullStride Cloud Services, AI-powered NetApp BlueXP provides visibility across the stack, on premises and in the cloud. With real-time dashboards and historical trending data center’s power usage, you can make better decisions about emissions and reduce costs and waste.



2. ANALYZE HOW DATA IS BEING USED, WHERE IT'S STORED, AND HOW ACTIVE IT IS

Assess what data your organization has and how that data is being used. Consider moving cold data to more energy efficient storage.



3. MOVE APPROPRIATE DATA TO THE CLOUD, BY MIGRATION, BACKING UP, OR TIERING

Take advantage of the energy efficiencies and sustainability practices of Wipro FullStride Cloud Services. Complement their highly-effective practices with the tools you use to protect, move, and store your data.



4. USE ENERGY EFFICIENT STORAGE FOR DATA THAT REMAINS IN THE DATA CENTER

Reduce storage energy footprint with advanced storage technologies. For example, replace HDD-based systems with SSD. Look for storage capabilities, such as NetApp’s Storage Efficiency Guarantee, like deduplication, compression, and compaction to reduce space and energy use.



5. PARTNER WITH PROVIDERS WHO ALIGN WITH YOUR SUSTAINABILITY GOALS

Sustainability is complex and experienced partners can help you navigate the challenges you face on your journey. Make sure to assess how successfully your partners implement sustainable practices in their own operations. And look for comprehensive solutions that deliver the transparency, accountability, and business outcomes you need for your business, your employees, your customers, and the planet.

LET’S BUILD A MORE SUSTAINABLE DATA APPROACH

By leveraging the power of data, technology, innovation and collaboration, [Wipro FullStride Cloud](#) and [NetApp](#) together partner with you to achieve a more sustainable approach to measuring, managing, and monitoring across your data lifecycle, so you can realize its full value while minimizing its environmental impact to your business, your customers, and the environment.

Contact us to learn more about how we can help you achieve your data [sustainability goals](#).

[Learn more](#)