



# How to get IT strategy aligned with carbon reduction targets

3 steps to bring your C-suite on board with energy efficiency measures

Are your IT innovations helping with business performance but damaging your company's efforts to reduce energy usage and carbon emissions?

For our report, 'The Corporate Carbon Reduction Conundrum. Perspectives on the Impact of IT Advances on Energy Optimisation Initiatives 2024', we sought the views of senior IT professionals on their carbon reduction experiences.

If you have not yet quantified the energy usage increases from your AI and technology initiatives, our report reveals that you are not alone. But how can you rectify this, and where else might gaps in carbon accounting insight be hindering your ESG progress?



[Download our report](#)

for practical steps that you can take as a CIO to dramatically improve energy efficiency and prevent unnecessary energy expenditure.

## Getting the C-suite on board

We know it's easier to get leadership excited about IT advances that'll improve processes and performance efficiencies than it is to discuss the environmental impact of these innovations. **But IT energy efficiency affects the whole company, not just IT.**

How quickly could a lack of clarity on data redundancy lead to escalating, unsustainable data storage costs?  
What will be sacrificed to pay for these?



Every time we save emissions from an IT perspective, we save money - because anything that generates carbon emissions is consuming power, and power's expensive.



*Rob Sims, Chief Technologist, CDW UK*

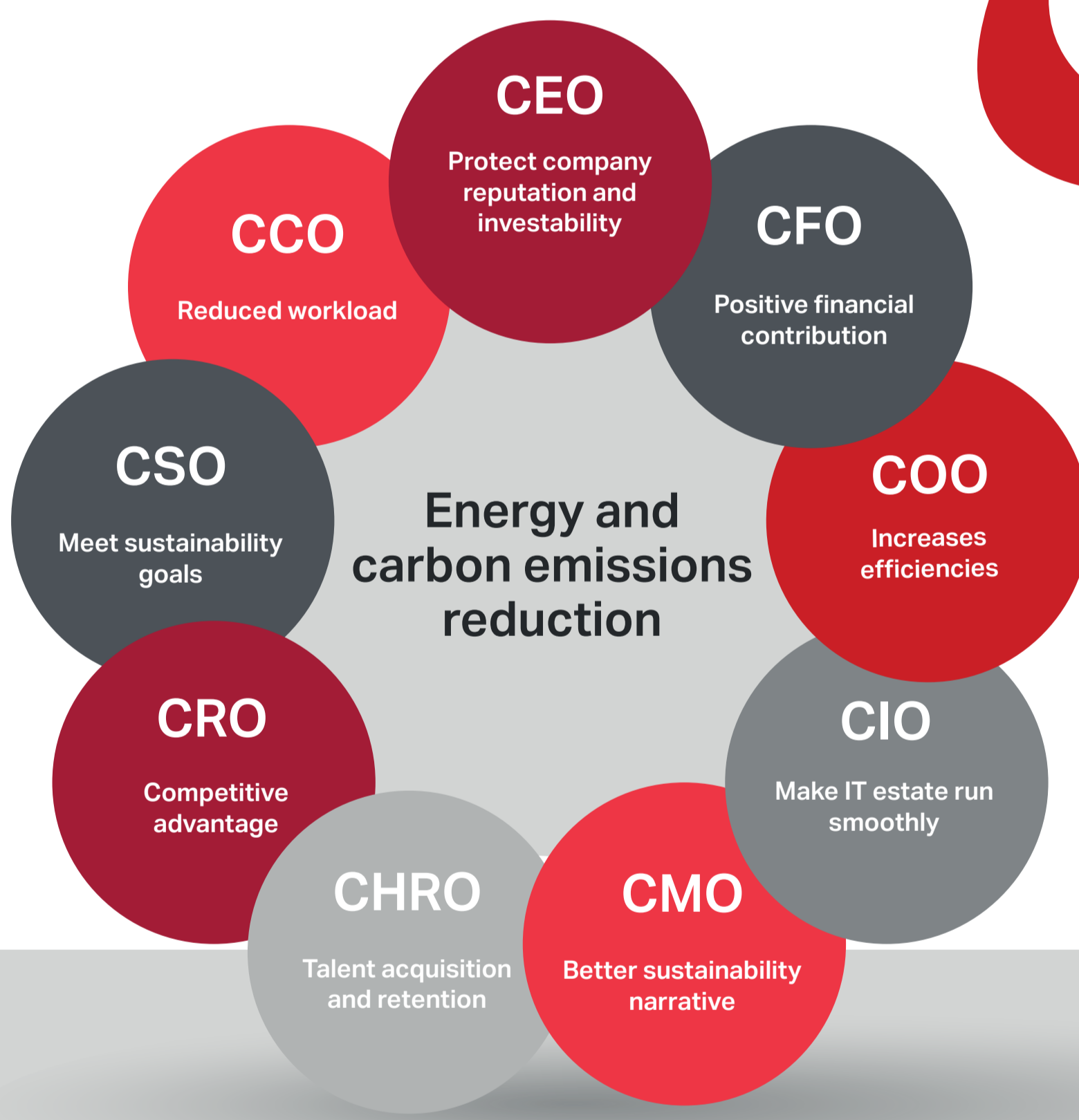
An energy efficient IT estate offers a range of benefits, from financial savings and investment potential to the sustainability narrative presented to customers.

Getting support from C-suite members involves a strategic 3 step approach:

- 1 Identify**  
how IT energy efficiency directly impacts their individual goals
- 2 Prioritise**  
meaningful improvements that can be proven through monitoring
- 3 Frame**  
the IT energy efficiency message in line with these quantifiable impacts

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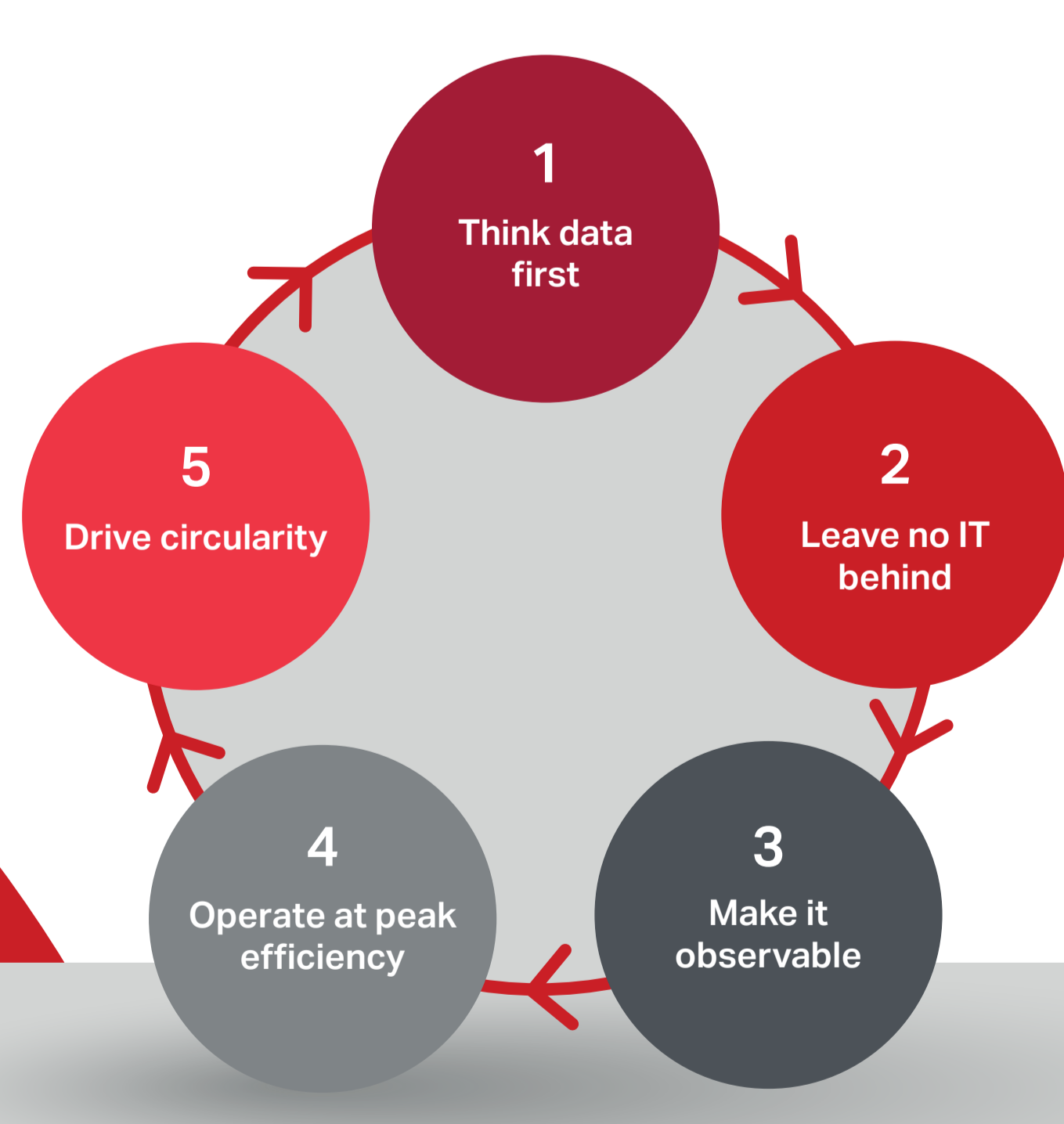
for a list of the various ways IT energy efficiency can benefit each C-suite role, so you can frame the topic for maximum support.



Key benefits of IT energy reduction for different members of the C-suite.

## Taking action to make IT more sustainable

We've defined five core principles for sustainability as a framework to underpin IT optimisation decisions. Use these to help make your case for resource investment with the C-suite.



CDW's Five Core Principles for Sustainability

[Download our report](#)

for practical details of our five core principles for sustainability, including questions designed to help you understand your capability.

Getting the C-suite on board should help you avoid the siloing that can be a barrier to sustainability initiatives, with offsetting measures for energy-hungry IT advances discussed at corporate level, not left for IT to solve alone.

Download your free copy of 'The Corporate Carbon Reduction Conundrum. Perspectives on the Impact of IT Advances on Energy Optimisation Initiatives 2024'.

Make better energy usage happen.  
Make reduced carbon emissions happen.  
Make Amazing Happen.

