COMMVAULT®

The Business Benefits of Corporate Sustainability

Drive efficiency and lower costs with sustainable data management

Organizations worldwide have made adopting more sustainable business practices a strategic priority, recognizing the increasingly vital role sustainability efforts play in the business's success. In fact, Gartner predicts that by 2025, 50% of CIOs will have performance metrics tied to the sustainability of the IT organization, meaning IT needs to continue taking steps to reduce the growing carbon footprint of their data.[1]

What contributes to the growing carbon footprint of data?

Data Proliferation – Huge volumes of data are produced daily while demands for quicker processing continue to rise. It takes energy to create, use, store, manage, and protect this data – energy that emits greenhouse gasses that negatively impact the environment. Organizations estimate their total volume of data is growing by an annual mean rate of 35%.[2]

Physical Infrastructure – Storage locations, on-premises and in the cloud, require equipment that must be maintained and eventually phased out. The latest statistics show that data center electricity use in 2021 accounted for about 1–1.5% of global electricity use[3] – while that doesn't sound like a large amount, it comes to around 220–320 Terawatt hours (TWh).

Movement of Data – Data movement relies on infrastructures that often run on fossil fuels. Typically, more data is moved than required when migrating, much of it being duplicate, redundant, or obsolete (ROT) data. ROT data can account for as much as 75% of data stored on enterprise storage systems.[4] Without realizing it, you may be retaining this unwanted data and wasting unnecessary energy and the associated costs of moving it.

Data management that's good for the earth, good for business

Taking a sustainable approach to intelligently manage data helps mitigate your carbon footprint and adds value to the business in other forms.

Support corporate sustainability goals faster by increasing your IT infrastructure's energy and material efficiency.

Improve data efficiency and reduce storage costs by shrinking your data footprint. This will improve system performance and lower the total cost of ownership of equipment by reducing power consumption.

Attract and retain customers and employees. Nearly half of the respondents in an Accenture survey say that a commitment to sustainability was a big draw for tech talent and is essential for enhanced customer experience.[5]

1   Gartner, "Are You Thinking Too Small About Sustainable Technology?," September 2022
2   ESG Brief, Intelligent Data Management, April 2022
3   Iea, "Data Centres and Data Transmission Networks", September 2022
4   Iron Mountain, Valuable Content or ROT: Who Decides?
5   Accenture, Uniting Technology and Sustainability, May 2022

Commvault's commitment to environmental sustainability

At Commvault, we are committed to being a responsible and environmentally conscious company, working toward a sustainable world. We actively support the United Nations Sustainable Development Goals (UNSDGs) and, as a proud signatory of the

SDG Business Avengers Program since 2019, our support has spanned all UNSDGs with a key focus on SDG 12: Responsible Consumption and Production. We make conscious and collaborative decisions to pursue corporate sustainability throughout our business operations and strive to inspire others to do the same.

882kWh of energy saved   **689tons** of CO2 emissions avoided   *Check out our latest Corporate Sustainability Report and see the actions we have taken to increase energy efficiency in our own data center. Read the Report*

Green IT with Commvault: Driving sustainability for customers

Commvault supports customers wherever they are on their sustainability journey, providing opportunities to mitigate their carbon footprint while reducing costs and maximizing the efficiency and security of their data management practices. We do this through the following methods:

Containing data proliferation

Our software minimizes the amount of data produced and maximizes its use, including:

• More efficient backup storage for traditional datasets, thereby reducing storage requirements.

• Using automated policies to control and delete unnecessary copies.

• Archiving VM and files to reduce primary storage.

• Combining backup and archives to repurpose secondary data.

• Eliminating data redundancy and reducing storage requirements through compression and deduplication.

• Identifying ROT data.

Maximizing data center intelligence

We continue expanding on the global availability of SaaS, enabling customers and partners to benefit from the efficiencies of cloud-delivered SaaS data management. Our cloud and security solutions are energy efficient and reduce on-site storage infrastructure. Key efficiencies include:

• Sustainable SaaS options and hyperscaler public clouds are operationally carbon neutral.

• Cloud environments are easy to use and often powered by renewable energy.

• Metallic® Recovery Reserve™ implements carbon-neutral cloud storage in minutes.

• HyperScale™ X increases data center storage density through highly efficient scale-out infrastructure.

• Automated scaling and power management of cloud access nodes.

Limiting data movement

Commvault helps reduce the movement and duplication of data to minimize unnecessary carbon emissions. Several capabilities include:

• Source-side deduplication removes redundant data before it is transferred to backup servers.

• Granular recovery offers one-time backup anywhere.

• Optimized scalability that supports the expansion of storage pools in single-node increments to avoid overprovisioning and costly migrations to larger systems.

50%

reduction in data center footprint

Emirates Steel decreases energy consumption and operational costs.

90%

reduction in storage consumption

Arvest Bank reduces storage consumption and costs with integrated deduplication.

90%

increase in efficiency

Orchid Pharma saves time and effort to back up, recover, and restore data.

Start taking a sustainable approach to intelligently manage data today. To get started, visit **commvault.com ›**

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