5 WAYS SUSTAINABILITY IS BECOMING A TOP FACTOR WHEN CHOOSING CLOUD PROVIDERS

Aberdeen Strategy & Research predicts that over half of all organizations will make a zero carbon commitment in the next year (with 36% having already done so). For these businesses, a public cloud is a key factor in reaching their goals. They’re actively focused on picking cloud providers with zero carbon commitments and keeping an eye on the sustainability efforts of those providers.

- **Looking for cloud providers with zero carbon commitments** – Organizations that have made zero carbon commitments are 2.5x more likely than their peers to say that a top criterion when choosing a cloud solution is if the provider has also set sustainability goals.

- **Ensuring that cloud providers are active members of sustainability initiatives** – Rather than simply relying on press releases and public announcements, businesses committed to zero carbon look for cloud providers that are active members of sustainability initiatives, such as the Science Based Targets Initiative, which has grown 225% in membership.

- **Actively monitoring carbon activities of cloud providers** – By leveraging available tools and services that check the emissions and carbon usage of public cloud providers, organizations with zero carbon commitments are 2x more likely to be proactively and regularly monitoring if their cloud providers are successful in their own sustainability efforts.

- **Focusing on compatibility with sustainable software engineering practices** – The top strategy for modernization followed by businesses with zero carbon goals is to implement sustainable software engineering practices. These businesses know that in order to be successful with these practices, they need to work with cloud providers that are also committed to them and can successfully integrate and deploy services and applications built to be sustainable.

- **Looking for ROI in both sustainability and cost efficiency** – Aberdeen has found that organizations that are zero carbon-committed have also focused on reducing costs, and they are 60% more likely to successfully achieve this goal than other businesses. The top way they track their cloud provider is to measure ROI, ensuring that they meet both their sustainability and cost efficiency goals.