

# CASE STUDY: Competitor benchmarking for ESG-focused strategies related to data centres



## CLIENT

Mid-sized cloud computing, data centers, and software solutions provider



## INDUSTRY

Information Technology



## PRODUCTS

Cloud services, data storage solutions, and software applications



## TARGET GEO

Global



## BUSINESS OBJECTIVE

- The client sought to improve their Environmental, Social, and Governance (ESG) ratings and enhance market reputation by adopting sustainable practices. A key focus was on data centers, which significantly contribute to energy consumption and carbon emissions.
- The objective included benchmarking sustainability initiatives against competitors to identify opportunities for improvement, specifically in renewable energy adoption, data center efficiency, and green technology partnerships.

## OUR SOLUTION

- **Competitor Sustainability Benchmarking:** Analysed competitors' renewable energy initiatives, including solar and wind energy transitions specifically for powering data centres; Benchmarked ESG performance metrics such as carbon footprint reduction and energy efficiency in data centre infrastructure; Evaluated green partnerships, focusing on collaborations with renewable energy providers and vendors specializing in energy-efficient server and cooling technologies.
- **Green Technology Opportunity Analysis:** Identified cutting-edge green technologies relevant to data centers, including energy-efficient hardware, liquid cooling systems, and AI-based energy management solutions; Assessed competitors' adoption of these technologies, mapping timelines and their impact on operational costs, data center efficiency, and ESG performance.
- **Strategy Development:** Suggested adopting energy-efficient IT equipment, advanced cooling systems, and real-time energy monitoring tools for data centers;
- Highlighted strategic green technology partnerships aligned with the client's sustainability and market differentiation goals

## OUTCOMES

- 1 Achieved a 10% increase in sustainability ratings through renewable energy adoption and data center efficiency improvements
- 2 Secured two key partnerships with renewable energy providers, significantly reducing the carbon footprint of the client's data centers by 18%.
- 3 Strengthened the client's position as an environmentally conscious IT solutions provider, boosting customer engagement and loyalty.