

Avanade's New Green IT Enabler Will Supercharge Sustainability – Helping Organizations Get to Grips with Carbon Measurement

Avanade reveals IT leaders commit to cutting carbon emissions by 2025 as World Economic Forum indicates datacenters now leave a greater carbon footprint than aviation industry.

Seattle, 15 June, 2023 – Avanade, the leading Microsoft solutions provider, has launched a new sustainability service aimed at helping organizations automate monitoring and take practical actions to reduce carbon impacts of their information technology (IT) infrastructure and operations – Avanade Green IT Enabler.

In response to [Avanade Trendlines research](#), which revealed that 65 percent of organizations are prioritising energy and resource reduction in their cloud, network, and devices within the next 12-18 months, the arrival of Avanade Green IT Enabler is poised to be a game-changer. By augmenting the power of Avanade's existing Sustainability Technology Accelerator and Sustainability Quick-Start services, this comprehensive new service empowers organizations to embed sustainability and resource awareness into their technology development and optimization processes.

In today's sustainability-driven era, the role of technology in contributing to carbon emissions often goes unnoticed. Recent reports from the World Economic Forum reveal that datacenters alone have a larger carbon footprint (2.5%) than the aviation industry (2.1%). Moreover, according to research cited in the latest findings from the Green Software Foundation's [State of Green Software report](#), software on its own will account for a staggering 14% of the world's carbon footprint by 2040.

Acknowledging this pressing challenge, Avanade's Green IT Enabler boldly confronts the issue, empowering organizations to take tangible steps in reducing resource consumption and championing sustainability throughout their technological ecosystems.

Avanade's research further uncovered that only 30% of respondents are currently implementing green software principles, demonstrating ample room for improvement. By optimising physical resources and reducing electricity needs, Avanade Green IT Enabler enables businesses to make a substantial impact on their sustainability goals.

"At Avanade, we firmly believe in embedding sustainability in all that we do. By aligning sustainability ambitions with organizational goals, we unlock greater business value and operational efficiencies," emphasised Jillian Moore, Avanade's Global head of Advisory and Executive Sponsor for Sustainability. "Avanade Green IT Enabler allows organizations to continuously optimize their technologies, devices, and processes, enabling them to utilise fewer resources and build a level of transparency and trust through ethical and sustainable use of technology. This transforms sustainability from a separate cost-center into an integral part of their operations."

To embark on their sustainable technology journey, organizations must first understand their carbon impact. Avanade's Green IT Enabler includes a cutting-edge carbon accounting tool that empowers organizations to track and assess their sustainability progress. Seamlessly integrating with various IT systems, this tool identifies carbon-inefficient systems and optimizes them through actions such as code rewriting and training software developers in green software engineering practices. The ultimate objective is to achieve resource efficiency and reduce carbon emissions, paving the way for a greener future.

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About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers.

We have been recognized, together with our parent Accenture, as Microsoft's Global SI Partner of the Year more than any other company. With the most Microsoft certifications (60,000+) and 18 (out of 18) Gold-level Microsoft competencies, we are uniquely positioned to help businesses grow and solve their toughest challenges.

We are a people first company, committed to providing an inclusive workplace where employees feel comfortable being their authentic selves. As a responsible business, we are building a sustainable world and helping young people from underrepresented communities fulfil their potential.

Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

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