Rethink sustainability
How to sustainably renew and grow through continual change

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Sustainability is no longer a nice-to-have. Customers, employees and partners now expect organizations to accelerate positive impacts for people and the planet. However, sustainability needs to be about more than achieving environmental, social and governance (ESG) goals. It's time to rethink sustainability.

If sustainability is not core to how you do business, it's greenwashing. Moreover, your organization must make sustainability core to how you do business to repeatedly renew and grow through continual change. It's time to rethink sustainability.

Organizations that use digital to make a positive carbon impact contribute to the sustainability of the planet and people, but also reduce operating costs, innovate new business models and improve brand reputation.

Fully 75% of CEOs say they are investing in digital to address sustainability challenges.

We help your organization make sustainability core to how you do business. Our digital heritage and privileged access to Microsoft help you progress your journey beyond net zero and build the resilience to repeatedly renew and grow. As one of a select group of global Microsoft sustainability partners and a member of the Green Software Foundation, we bring expertise to enable you to take full advantage of the Microsoft Cloud for Sustainability and use digital to accelerate positive impacts for people, the planet and profitability.

1. Reputation resiliency: Transparency is trust

Our world faces extraordinary challenges that threaten our future. Organizations are expected to play an active role in addressing these issues in the way they treat the environment, resources and people. Not making enough progress—or greenwashing—is now a reputation risk. However, what's good for the environment is also good for business.

According to Accenture research, companies with high environmental, social and governance performance have outperformed their peers, achieving 3.7 times higher operating margins and generating 2.6 times higher shareholder returns.

How can organizations increase transparency to maintain trust and diversify revenue streams?

Transparency is trust. More than ever, customers, employees and partners will spurn organizations that don't deliver and demonstrate their ESG commitments. Cloud and data-driven solutions provide the transparency required to enable your organization to build and maintain stakeholder trust through continual change. For example, Duke Energy is using a Microsoft Azure platform to rapidly calculate methane emissions and identify potential system leaks.

Yet, making a positive impact on the planet and people can't be the endpoint; organizations need to rethink sustainability to be a driver of profitability and growth through future disruptions. Digitally mature organizations know that becoming more inclusive, responsible and sustainable inspires innovation to keep business models resilient and diversify revenue streams across multiple ecosystems securely. SSE Renewables is using cloud, data and AI to generate insights to reimagine its operations so it can remain resilient through change and develop renewables services that positively contribute to the United Kingdom's net zero targets.

2. Greener and more agile operations:
Digital delivers additional sustainability benefits

As organizations become more transparent and resilient with digital, they recognize opportunities to operate with greater agility, efficiency and security.

For example, transitioning to Microsoft cloud can be up to 93% more energy efficient than operating an on-premises data center.

How can organizations increase agility and create more sustainable supply chains?

Although digital can help your organization realize significant benefits, you need to rethink sustainability beyond your own operations. For example, TBI Holdings is using cloud and the internet of things (IoT) to build digital twins of properties to identify ways to reduce consumption across its business, but also to help residents use energy more efficiently. Digitally mature organizations are also moving to establish more sustainable supply chains. We're working with a multinational food packaging and processing company to develop a blockchain experience that enables partners to securely share data to enhance consumer engagement and food safety.

Moreover, digitally mature organizations are using agile methods to efficiently meet stakeholder expectations. In an Azure cloud environment, PWN is able to quickly establish test environments, rapidly learn from data and make informed decisions on innovations to provide water services more sustainably.

3. People-first experiences:
Driving improved collaboration and well-being

To sustainably renew and grow through continual change, your organization must use digital to maximize the safety and well-being of your people and to facilitate collaboration anywhere, anytime.

Gartner forecasts that in 2022, 31% of all workers worldwide will be remote – up from 17% in 2019.

How can organizations maximize well-being and facilitate collaboration anywhere, anytime?

RWE has been able to both evolve its international renewables business and improve workplace collaboration and agility by establishing its operations in the Microsoft cloud. Digital also enables a new level of safety and well-being for employees in a distributed workforce. For example, we're working with a sanitation organization to help it use IoT to optimize waste collection routes to improve driver security and meet stringent service level agreement guidelines. We're also partnering with a subsea engineering company to use mixed reality technology to enable workers to access remote expertise and collaborate safely while conducting critical maintenance on vessels.

Why Avanade?

Sustainability has to be core to how you do business or it won't endure. Organizations are focused on contributing to the sustainability of the planet and people, but also need to rethink how to use digital to reduce operating costs, innovate new business models and improve brand reputation.

We're passionate about working with clients and partners around the world to make sustainability core to doing business. With our deep digital expertise and privileged access to Microsoft, we bring insights and capabilities to help you rethink sustainability and drive maximum business value from the Microsoft Cloud for Sustainability.

Additionally, our cloud and data-driven solutions enhance transparency, resilience, collaboration and safety, enabling your organization to sustainably renew and grow through continual change.

Contact us today

Visit www.avanade.com/sustainability to learn more about Avanade's environment, social and governance (ESG) commitments and how we're partnering with clients to accelerate positive impacts for people, the planet and profitability with digital.

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