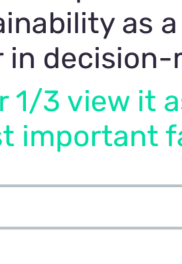




# Sustainability increasing in importance for enterprises

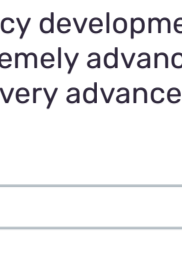
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**86%**

of enterprises view sustainability as a major factor in decision-making

Over 1/3 view it as the most important factor



**80%**

believe their sustainability policy development is 'extremely advanced' or 'very advanced'

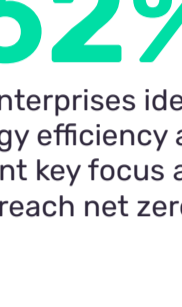
## BUT...

Confidence is **much lower in ability to meet net zero targets**

Strong sustainability policies **do not guarantee meaningful results** in the real world

There is often a **disconnect between centralised management** and local operations

## Emissions monitoring: emerging, becoming critical



**62%**

of enterprises identify energy efficiency as the current key focus area to reach net zero

KPIs are being set – reducing carbon emissions is the key KPI for

**54%**

of enterprises



## Why sustainability matters to enterprises

**84%**

of enterprises cite the desire for a more sustainable planet as a primary motivator



Investors are increasingly focussed on sustainable businesses

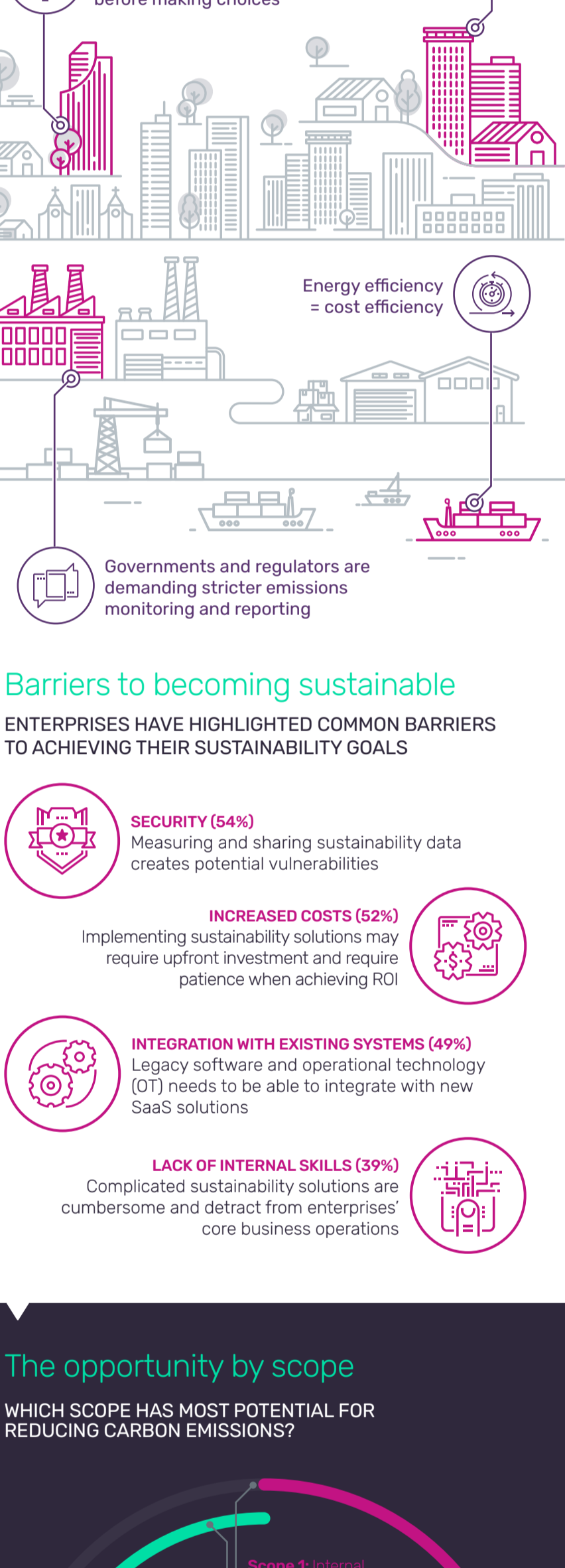


Customers and employees are looking at sustainability credentials before making choices



Governments and regulators are demanding stricter emissions monitoring and reporting

Energy efficiency = cost efficiency



## Barriers to becoming sustainable

ENTERPRISES HAVE HIGHLIGHTED COMMON BARRIERS TO ACHIEVING THEIR SUSTAINABILITY GOALS



**SECURITY (54%)**  
Measuring and sharing sustainability data creates potential vulnerabilities

**INCREASED COSTS (52%)**  
Implementing sustainability solutions may require upfront investment and require patience when achieving ROI



**INTEGRATION WITH EXISTING SYSTEMS (49%)**  
Legacy software and operational technology (OT) needs to be able to integrate with new SaaS solutions

**LACK OF INTERNAL SKILLS (39%)**  
Complicated sustainability solutions are cumbersome and detract from enterprises' core business operations

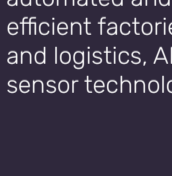


## The opportunity by scope

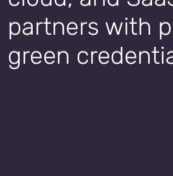
WHICH SCOPE HAS MOST POTENTIAL FOR REDUCING CARBON EMISSIONS?



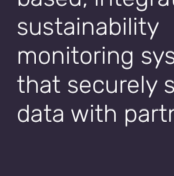
### HOW CAN WE IMPROVE THIS?



**SCOPE 1**  
Smart buildings, automated and highly efficient factories and logistics, AI and sensor technology



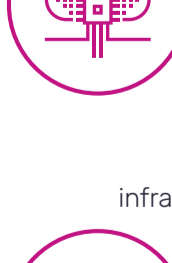
**SCOPE 2**  
Working with network, cloud, and SaaS partners with proven green credentials



**SCOPE 3**  
Building cloud-based, integrated sustainability monitoring systems that securely share data with partners

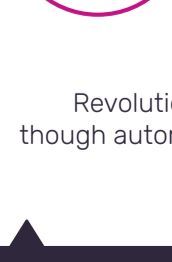
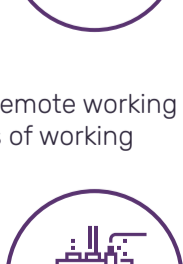
## Digital solutions enable sustainability

NET ZERO CAN ONLY BE ACHIEVED BY DEPLOYING AN ECOSYSTEM OF TECHNOLOGY SOLUTIONS:



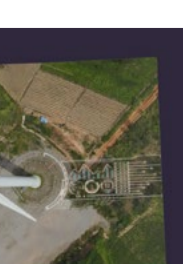
**SECURE SUSTAINABILITY**  
Ensure sensors and sustainability data platforms are secure

**PREDICTING AND UNDERSTANDING**  
AI technology can identify sustainability and efficiency wins



**CLOUD AND THE EDGE**  
Benefit from energy and cost-efficient infrastructure for applications and workloads

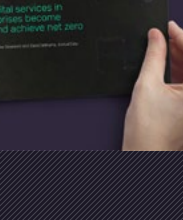
**SUSTAINABLE NETWORKS**  
Work with a partner whose network infrastructure will contribute to net zero



**GREENER WORKING PRACTICES**  
Deploy secure collaboration and remote working tools to develop sustainable ways of working

**INDUSTRY 4.0**

Revolutionise factories, plants, and vehicles through automation and strong IT/OT integration



To learn more, download the thought leadership paper

<https://www.btreland.com/insights-resources/research-whitepapers/the-role-of-digital-services-in-helping-enterprises-become-sustainable-and-achieve-net-zero>

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