

IBM Storage EMEA

Sustain and Grow with IBM Storage

IBM is actively engaging with our ecosystem of clients and Business Partners to embrace sustainability as a core aspect of the IBM Storage portfolio.

As a special EMEA initiative in 4Q 2022, IBM will plant 100 trees for every IBM FlashSystem array sold by IBM Business Partners*.

IBM Storage – Sustainability by Design

- 94% Less energy consumption with IBM FlashSystem¹
- 87% Less CO2 emissions with IBM Tape²
- 42% Higher cost efficiency with IBM Spectrum Virtualize³
- 83% of CEOs expect sustainability investments to produce improved business results in the next 5 years⁴

Why now?

Environmental sustainability and energy savings are no longer just a corporate social responsibility; it's becoming a business imperative and therefore an important aspect part of technology decisions.

What's next?

Join IBM in this initiative as a client and as an IBM Business Partner, and take time to understand more about how IBM Storage solutions are sustainable by design.

Visit www.flash4good.com to explore additional resources and content

IBM Storage – Good for You, Good for the Planet

Find out more about how the latest and best IBM FlashSystem solutions help businesses get more out of their storage investment and reduce their data carbon footprint to help them grow in a sustainable way. Visit the IBM Storage Digital Platform to discover entry configurations and our affordable prices.

IBM will plant 100 trees for every IBM FlashSystem FS5200/FS5100, FS7300/FS7200 or FS9500/FS9200 sold by IBM Business Partners. IBM will plant 50 trees for every IBM FlashSystem FS5015/FS5035 sold by IBM Business Partners.

¹Source: IBM Institute for Business Value CEO Study: <https://www.ibm.com/thought-leadership/institute-business-value/c-suite-study/ceo>

²Source: Client Case Study: <https://www.ibm.com/case-studies/orange-caraibe-systems-hardware-telecommunications>

³Source: Shawn O. Brume Sc.D. 'Breakdown of the CO2e and Other Positive Sustainability Impacts of IBM Physical Tape Products: The Product Life Cycle', August 2021

⁴Source: The Total Economic Impact of IBM Spectrum Virtualize, Forrester Consulting, April 2020

