We know a way to reduce a company’s carbon emissions, potentially by more than 84%. Believe it or not, it’s a basic migration to the cloud.

The 2020 pandemic proved the cloud’s business credentials but now we’re seeing its green potential too. But there are no guarantees.

AI helps to maximise the value of your cloud data. But AI processing requires power. Our labs have found that increasing the accuracy of an AI calculation by just 2% can result in a seven-fold jump in energy consumption meaning we could be storing up an analytics energy debt for future generations.

However, unintended consequences don’t have to become an unintended reality. You can counter this by choosing a cloud provider with strong green credentials. Creating a cloud sustainability framework for analytics and AI teams. And by matching the right programming language to a task you can reduce your application energy consumption by up to 50 times.

Finally, putting the right companies together into a cloud ecosystem builds a virtuous circle of value helping you to move towards those emissions reductions. 62% of consumers point to a focus on improving the environment as a reason for buying from a certain brand and that’s only going to increase.