The future of sustainable IT: Practical innovations for businesses

The business case for sustainability in IT has never been stronger.

Learn how companies are reducing carbon footprints while maintaining operational efficiency.

Introduction

For businesses looking to win customers' trust and maintain their social licence, sustainability is no longer just a choice.

Facing increasing pressures from regulatory bodies, stakeholders, and eco-conscious consumers, IT decision-makers must rethink their approach to technology investments.

But can sustainability and high-performance IT coexist? **The answer is yes.**

This whitepaper explores how companies across industries are already adopting sustainable IT solutions without compromising power, security, or business efficiency.

Why sustainable IT matters more than ever

Sustainability has evolved from a corporate social responsibility checkbox to a business-critical strategy. Companies that integrate sustainability into their IT operations benefit from lower energy costs, improved compliance, and stronger brand reputation. Additionally, more than

70% of business buyers consider sustainability a key purchasing factor[1].

For finance, IT, and procurement leaders, this shift presents an opportunity to align business objectives with eco-friendly IT choices that enhance long-term growth and resilience.

The hidden costs of unsustainable IT

Traditional IT infrastructure comes with hidden costs in the form of substantial environmental impact[2]:

- E-waste is now the fastest-growing waste stream globally, with millions of devices landfilled annually.

- Every year, 88% of the 4 million computers purchased in Australia end up in landfills, contributing significantly to the country's growing e-waste problem.

- Energy inefficiencies generated by outdated hardware result in excessive operational costs and carbon emissions.

Organisations that fail to address these challenges risk financial penalties, reputational damage, and lost opportunities in an increasingly sustainability-focused market.

14%
"By 2024, the IT sector could account for 14% of global carbon emissions if no sustainable measures are adopted."

Climate Change Report 2024

30%
"Sustainable IT can reduce corporate energy expenses by up to 30%."

Green IT Research, 2023

Innovations driving eco-friendly IT practices

The good news is that innovation is making sustainability more accessible for businesses. From energy-efficient processors to recycled materials in device manufacturing, a range of easy-to-adopt solutions are transforming the way companies approach IT sustainability. Organisations that leverage these innovations can reduce their environmental footprint while enhancing operational agility and workforce productivity.

Features such as low-power processing, eco-friendly packaging, and extended device lifecycles now enable businesses to meet both performance and sustainability goals.

How to make sustainability work for your business

Sustainability is not just about making greener choices — it is about making smarter ones. Businesses looking to integrate sustainability into their IT strategy require trusted partners who can deliver eco-friendly yet high-performance solutions. MSS IT, a 3-star catalyst partner in the HP Amplify Impact Program, stands at the forefront of sustainable IT: they collaborate with HP and Intel® to provide innovative solutions that reduce carbon footprints while maintaining enterprise efficiency.

Modern IT solutions integrate recycled plastics, energy-efficient processing, and advanced power-saving features without compromising performance. MSS IT ensures that businesses can leverage the latest advancements in HP devices, powered by Intel® vPro technology, to optimise their IT infrastructure sustainably.

With enterprise-grade security and superior energy efficiency, these solutions enable companies to transition towards greener IT environments without sacrificing speed, power, or reliability.

These key insights highlight the progress being made in driving environmentally responsible technology solutions:

- HP commits to net zero greenhouse gas emissions by 2040 and carbon neutrality in operations by 2025.

- Over 50 HP products integrate ocean-bound plastics, keeping millions of kilograms of waste out of landfills.

- HP commercial PCs and displays incorporate up to 80% recycled content in mechanical parts.

- Intel® vPro platform-based devices are tested for energy efficiency, offering long battery life and power-saving modes that reduce energy waste.

- The HP Planet Partners Supplies Recycling Program has helped businesses recycle end-of-life IT assets responsibly.

Take the next step towards sustainable IT with MSS IT

Forward-thinking businesses are already integrating sustainable IT solutions to reduce costs, enhance efficiency, and improve their environmental impact.

MSS IT, in collaboration with HP, delivers cutting-edge, eco-conscious IT solutions, ensuring a balance of sustainability and high performance.

Learn how MSS IT and HP can help your organisation transition to a smarter, greener IT environment.

Contact us today for a sustainability assessment or reach out via email at sales@mssit.com.au.

For more details on MSS IT's sustainability initiatives and partnership with HP, please visit MSS IT's website.

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Footnotes
[1] Upgrading Sustainable Procurement | Navigating ESG, Supply Chain Risks & Polycrisis
[2] "The Rising Problem of E-waste in Australia," COSpedia, October 27, 2022. Available