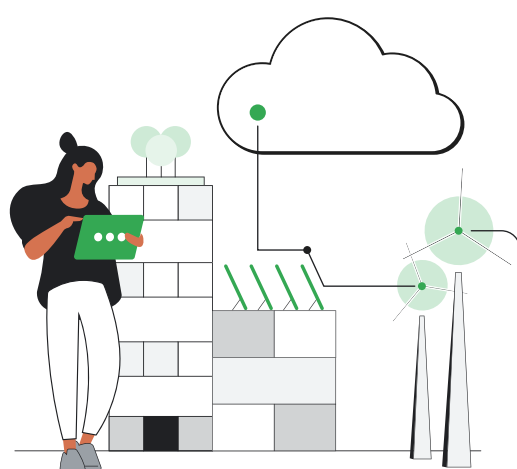


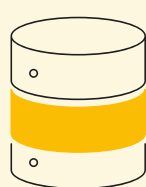
4 ways to use cloud technology for a cleaner future



A recent Deloitte Access Economics study¹ researched how the cloud can enable businesses to improve their performance on measures of environmental impact. The report identifies four key roles of cloud in reducing emissions.

97%

of businesses that use cloud technology report positive environmental impacts



Higher utilization and shared systems.

Pooling data storage minimizes excess capacity and energy wastage, while dense computing environments can attain much higher utilization rates and a smaller physical footprint than on-premises systems.



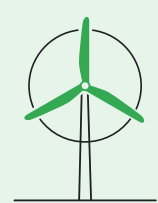
Energy efficiency.

Intelligent energy management tools that are responsive to external conditions can minimize heating and cooling needs.



Cloud applications.

Cloud-enabled technologies can minimize organizations' environmental impact, including managing inventory, minimizing water usage, and tracking carbon emissions in real time.



Renewable energy.

Through global cloud providers, data can be shifted to storage locations that run on carbon-neutral or carbon-free energy to minimize emissions.



Google Cloud is the cleanest cloud in the industry and is committed to helping every organization reduce its environmental impact. To learn how businesses in Australia and New Zealand are meeting the climate challenge, [read the Deloitte AE report](#).