

# As a Global Leader in the IT Industry, OVHcloud® Is Committed to Sustainability.



White Paper by

 OVHcloud®

# Helping Shape the Future of Technology and Sustainability by Pursuing the Logic of Frugality

The world has become increasingly dependent on data, and the wide-scale transition from on-site storage to cloud-based solutions represents an incredible opportunity for our industry to lead the way in helping all companies make progress toward sustainability. However, the move from on-premise data centers has created thousands of cloud data centers. Powering and cooling millions of servers is a key factor in our own industry's environmental impact.



**IDC predicts** that the collective sum of the world's data, the global datasphere, will grow from 45 to 175 zettabytes by 2025, thanks in part to the expansion of cloud computing and the further development of new technologies, such as artificial intelligence, which require a great deal of computing power. Cooling typically accounts for 40% of total energy consumption and up to 80% if the natural climate of the data center is warmer.\*

Additionally, electronic waste (e-waste) produced globally in 2019 by the industry was estimated to be **53.6 million metric tons**, an increase of 44.4 million metric tons in just five years. It's also estimated that

just 17.4 percent of the e-waste was properly recycled or refurbished for use by people or companies that don't necessarily need or want to pay for brand new equipment. As companies move their infrastructure to the cloud, it creates a tremendous opportunity for cloud providers to manage the huge growth in energy consumption, demand for new equipment and the resulting e-waste. Rather than relying on thousands of individual companies to do their part, each cloud provider has the opportunity to do it in aggregate for a much greater impact.\*

OVHcloud has been doing things differently from the start — with the environment in mind.

\* Source: <https://earth.org/environmental-impact-of-cloud-computing>

## Shaping the Internet of Today and Tomorrow Since 1999

OVHcloud innovates at the heart of the web, data centers and networks while continually inventing new services and solving problems for our customers worldwide. For more than two decades, we've been committed to sustainable operations. That means reducing waste related to IT components, optimizing our energy consumption, and innovating for more efficient cooling systems. In addition to our frugal design principles, we believe continued innovations in IT will also continue to reduce our environmental impact.

## Water Cooling — Our Ground-Breaking Innovation

OVHcloud is dedicated to developing and promoting innovation in both our IT and industrial practices. We have placed innovation at the center of our strategy — it's in our DNA. We are constantly researching

and developing new technologies to optimize the performance of our services. One example, and one closely connected to our growth and sustainability, was the innovation of using water to cool our servers.

In 2003, OVHcloud departed from leased data centers and opened our first wholly owned, 3,000-square-meter data center in Paris. In an effort to reduce energy consumption and find an alternative to the traditional, noisy air conditioning systems, our engineers invented an innovative approach to cool the processors. Our proprietary water-cooling system was implemented after extensive R&D to ensure energy efficiency and increased flow rate and implementation speed.

We became one of the first cloud hosting providers to build water-cooled data centers. Water cooling, combined with an outside air-cooling system, allows us to greatly optimize the use of energy as measured by the Power Usage Effectiveness (PUE) of our data centers. And less electric consumption means lower costs for us and our customers and a reduced impact on the environment.

We are  
sustainable  
by design.





## Creating Environmentally Best-Class Data Centers Worldwide

Since opening our first OVHcloud data center in Paris, we have continued to invest and innovate in the design, deployment and maintenance of our cloud infrastructure. We now operate 33 data centers spanning four continents. We have successfully completed a global data center approach, maintaining full control over all aspects of our projects and demonstrating unique expertise in high availability, security and — most important for this discussion — energy efficiency.

OVHcloud is leading the way in lowering data center environmental impacts to the lowest point possible. As a global infrastructure provider, we build our own servers, build our own data centers and maintain strong, long-term relationships with our suppliers and leading technology companies. This helps to ensure that we optimize our industrialization and manage our environmental impact every step of the way. It also empowers and encourages our employees, partners, clients and our entire ecosystem to be committed to sustainability.



The VMware® Zero Carbon Committed initiative aims at reducing the carbon footprint of data center operations, with efficient and productive use of IT infrastructures and renewable energy power use. As a trusted sustainability partner in the initiative, we have aligned decarbonization goals by ensuring to lower the impact of our digital operations across the globe.

OVHcloud also commits to Net-Zero World Initiative, as outlined in the Climate Neutral Data Centre Pact initiated by the Cloud Infrastructure Services Providers in Europe (CISPE). The metrics for achieving greenhouse gas emissions reductions include:

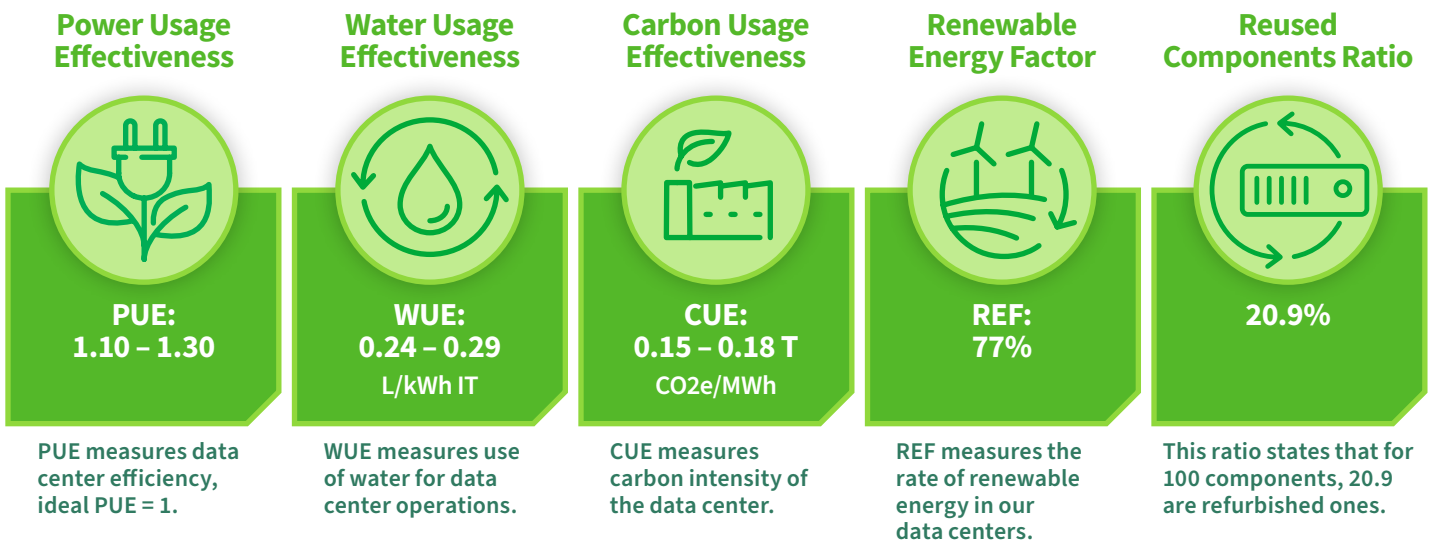
1. Prove energy efficiency with measurable targets.
2. Purchase 100% carbon-free energy.
3. Prioritize water conservation.
4. Reuse, repair and recycle servers.
5. Look for ways to recycle heat.

# Making Great Progress by All Indication

We are reducing our environmental footprint at every stage of our product and service lifecycle by innovating for greater efficiency and reduced impact. For example, we're optimizing our data center construction, reusing industrial buildings, removing air conditioning, recycling components and extending hardware lifespan. To help support our commitments, we have brought together an ecosystem of partners and customers who utilize our transparent, reversible and interoperable cloud solutions. This is key to developing an integrated and sustainable cloud model.



## Monitoring These Key Indicators, as of 2020



## We Have a Global Responsibility and Commitment


At OVHcloud, our legacy is to think differently, act differently and change the status quo. Our engineers strive toward developing the next evolution of the cloud. Our goal is to liberate the cloud so that it's not only accessible and affordable, but also frugal and low carbon. We believe that IT is part of the solution for the global environmental challenges we face. And as a cloud provider, we have a responsibility to lead the way to more efficient technologies.


Our R&D labs are fully committed to pushing our competitive advantages on hardware, software and our custom, proven methods of server stress

validation and testing. We continue to design and test cooling solutions, new server prototypes and innovative storage options. From R&D to data center deployment, we have complete control. We can continuously innovate in short cycles, which significantly reduces the amount of time between prototyping and large-scale deployment.

At OVHcloud, we want the commitments we are making today to have a positive impact on society for generations to come. Our ecosystem works best as a whole, and together we can achieve more. By sharing clear and transparent information, we want to empower our entire ecosystem to become sustainable and create a healthier, more livable and technologically advanced world.

**For more information, please visit [OVHcloud.com](https://ovhcloud.com) or contact us:**

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