Leverage AWS to Spearhead Your **Sustainability** Goals

What's good for people and our planet is also good for businesses. Likewise, operational sustainability is no longer a choice—it's a business imperative.

83%
of consumers say businesses should be actively shaping best practices around environmental, social, and governance (ESG) issues.

60%
consumers say sustainability is a significant consideration in their purchase decisions.

34%
are willing to pay over 2X more for sustainable products/services.

Consumers prefer to buy from, employees want to work for, and investors are keen to invest in those companies that actively address critical environmental and social issues

- Reducing one's carbon footprint and protecting environmental resources

- Sourcing eco-friendly materials and the circular economy

- Packaging optimization and reduction

- Working with socially responsible vendors,

- Promoting inclusion, diversity, and equity

- Protecting the privacy and security of consumer's data

Value Proposition

Innova Solutions, in collaboration with AWS, offers Artificial Intelligence (AI), Machine Learning (ML), Internet of Things (IoT), Data Analytics, and Compute capabilities to help you track and improve sustainability metrics across several of your crucial business processes.

Studies by 451 Research, part of S&P Global Market Intelligence, demonstrate that AWS infrastructure is **3.6** times more energy efficient than that of an average data center, meaning that building your solutions on AWS automatically boosts the sustainability quotient of your business. Integrate sustainability into your business and achieve various objectives, from carbon footprint tracking to demand forecasting. No matter where you are in your sustainability journey, we help you achieve your environmental and business goals.

Migrate to AWS & Reduce Your Workload Carbon Footprint

Transitioning to renewable energy is one of the most impactful ways to reduce emissions immediately:

- **The infrastructure of AWS is more efficient than that of on-premises data centers.** It is 3.6 times more energy efficient than the median of enterprise data centers surveyed in the United States and up to 5 times more energy efficient than the average in Europe

- Once AWS is powered with 100% renewable energy, **AWS can reduce workload carbon footprints by almost 80%** compared to enterprise data centers and up to 96% — a target AWS is scheduled to accomplish by 2025

AWS Well-Architected Framework Sustainability Pillar

- **Environmental Best Practices for Cloud Computing:** AWS Well-Architected Framework is designed to help organizations better understand the state of their workloads and the impact of defined sustainability targets, how to measure against these targets, and how to model where they cannot directly measure

- **Making the Grid Greener Through Renewable Energy Optimization:** Amazon collaborates with renewable energy providers worldwide to bring online new renewable projects dedicated to serving its power demands, monitored by Amazon's renewable energy optimization (REO) team. The REO team developed an end-to-end solution using AWS services to monitor its renewable energy projects remotely. The team created a highly secure, reliable, scalable, and low-cost solution that uses AWS IoT-based architecture to manage the data from hundreds of these projects

- **AWS Carbon Footprint Tool:** The new customer carbon footprint tool from AWS uses simple visualizations to show customers their historical carbon emissions, evaluate related trends as their use of AWS evolves, estimate emissions avoided by using AWS rather than an on-premises data center, and review forecasted emissions based on their current usage. January 2020 onwards, historical carbon emissions data based on a customer's AWS consumption is available. This data includes Scope 1 and Scope 2 emissions. The customer carbon footprint tool employs carbon data that meets the widely accepted international standard of the Greenhouse Gas Protocol, which provides the world's most extensively used greenhouse gas accounting standards
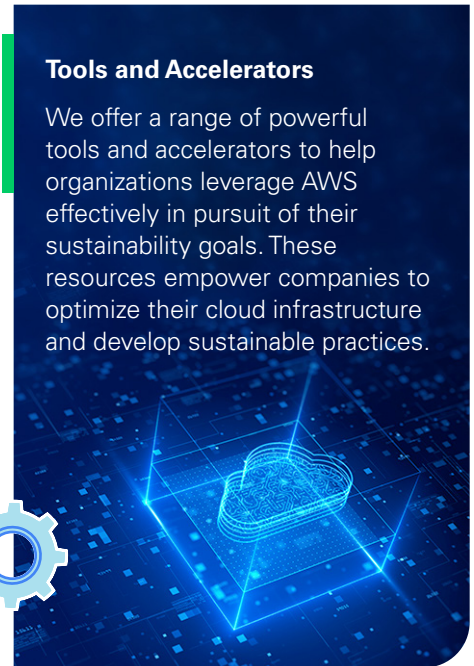
Transform

- **Sustainable Cold Chain:** AWS helps minimize end-to-end resource consumption by leveraging data collected from IoT sensors and applying AI/ML tools to ensure product transport/storage functions at optimum temperatures to reduce product waste

- **Sustainable Packaging:** AWS AI/ML solutions can help optimize packaging operations to reduce waste and discover alternatives, such as more recyclable options. By employing AI/ML, Amazon has partially reduced the weight of outbound packaging by 38% and eliminated over 1.5 million tons of packaging

- **Construction of More Sustainable Buildings:** By integrating data collected from IoT sensors and building management systems with AWS AI and ML tools, customers can ensure that facilities function effectively to reduce carbon footprint and material consumption. Additionally, AWS data centers are being constructed using steel made from electric-arc furnaces, which utilize scrap steel and can produce steel using renewable energy and up to 100% recycled content, rather than oxygen furnaces that burn coal or gas

- **Supply Chain Optimization:** AWS intelligent supply chain solutions such as Supply Chain Control Tower enhance supply chain efficiency and resilience using purpose-built analytics, Machine Learning, and automation

- **Energy Efficiency:** AWS uses innovation to enhance power efficiency in multiple ways, including its investment in AWS-designed chips and the AWS Nitro System

- **Demand Forecasting:** Amazon Forecast, a time-series forecasting service based on ML and built for business metrics analysis, can help retailers forecast demand to optimize inventory and reduce waste

Why Choose Innova Solutions?

- **Comprehensive Approach to Sustainability:** We understand that true sustainability encompasses many factors, from reducing carbon footprints to promoting diversity and equity and even safeguarding consumer data. Innova Solution takes a holistic approach, addressing all these aspects to help your business thrive in a socially and environmentally responsible manner

- **Strategic Collaboration with AWS:** Innova Solutions is an Advanced Tier Partner, AWS Managed Services Provider, and Service Delivery Partner program member. By building on AWS's energy-efficient infrastructure, we automatically enhance the sustainability quotient of your operations

- **Stakeholder Engagement:** We actively engage with stakeholders, including industry peers, clients, governments, and non-profit organizations, to drive positive change. Our commitment to collaboration amplifies our impact in promoting sustainability within your business and the broader community

Tools and Accelerators

We offer a range of powerful tools and accelerators to help organizations leverage AWS effectively in pursuit of their sustainability goals. These resources empower companies to optimize their cloud infrastructure and develop sustainable practices.

25	$3 B	50,000	1,100
Years in IT Service	In Revenue	Professionals	Clients

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