

Aligning IT Strategy with ESG Strategy, by Gerald Trites

Companies are increasingly focusing on sustainability as a central strategy, but in order to move it forward they need to integrate with other aspects of their strategic initiatives. IT Strategy constitutes a major and pervasive element of all business strategy these days, so the approach IT takes to sustainability is a critical issue.

It's clear that there is much to think about. IT systems consume considerable energy, particularly where AI is used, and a good IT strategy should take into account the energy used and what steps can be taken to minimize that usage and thus minimize the footprint of the company on the environment. IT strategy needs to be aligned with overall ESG strategy.

That can take the form of streamlining infrastructure to make it more efficient and to optimise the consumption of resources, adopting AI that is directed to specific purposes, rather than adopting generic AI applications, dumping old energy inefficient technologies, and make data centers more energy efficient. And much more.

It's an important element of strategic planning. For more on this, [click here](#).