

Using AI to Enable and Enhance Enterprise Sustainability Initiatives

As sustainability zooms up the list of enterprise priorities, organizations are quickly realizing that achieving sustainability goals is tricky. This is due in large part to the environmental and related challenges that come with deploying incredibly high-performance AI infrastructure. But AI can also be a major accelerator of sustainability initiatives.

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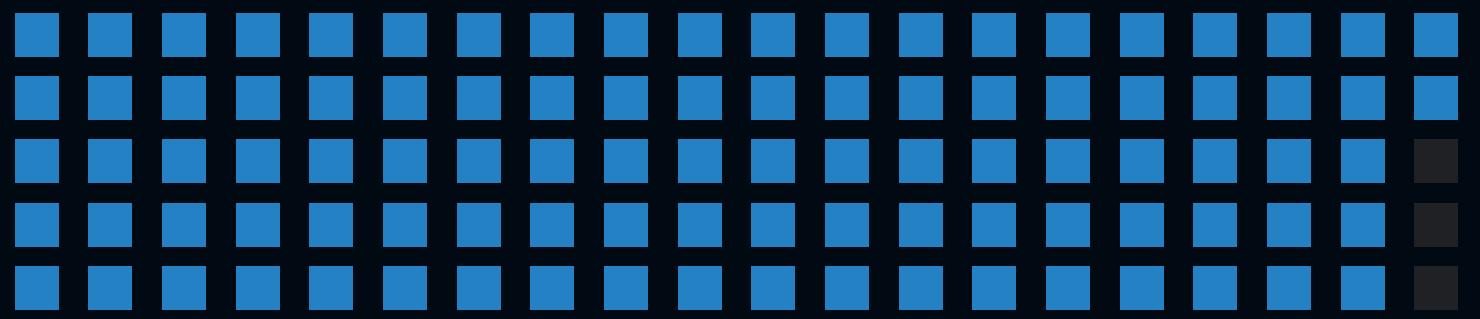
Sustainability and AI: Can They Really Work Together?

Enterprise sustainability goals are challenged by issues like expanding carbon footprints, skyrocketing energy usage, and struggles to achieve circularity—the kinds of things that characterize AI infrastructure. As a linchpin in organizations' environmental, sustainability, and governance (ESG) programs, sustainability goals are now seen as nonnegotiable.



97%

of organizations with established ESG programs agree that **ESG affects their strategic planning**, and most of those respondents agree it does that at a "significant" level.



Using AI To Drive Sustainability Efforts

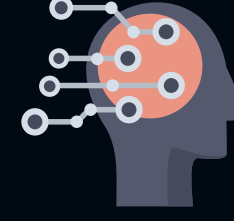
As much as AI infrastructure use cases may make sustainability challenging to achieve, innovative organizations are also finding ways to use AI to further their sustainability goals.



Continuously **monitoring** and adjusting power usage



Cutting the carbon footprint



Using converged AI infrastructure to **reduce** real estate footprint



Reducing packaging



Optimizing the use of resources



Optimizing supply chains

"89% of organizations say an AI technology vendor's stance on sustainability and environmental responsibility **is extremely or very important in making their purchasing decisions.**"

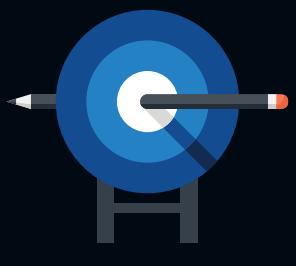


Mike Leone, Principal Analyst
ENTERPRISE STRATEGY GROUP

Juniper's AI-Native Networking Platform

Smart technology partners like Juniper Networks have developed innovative approaches to enable and enhance the use of AI to help organizations achieve their sustainability goals. Juniper's AI-Native Networking Platform is also tightly integrated with the company's sustainability efforts.

Juniper's AI-Native Networking Platform helps organizations **achieve their sustainability goals** by using AI to:



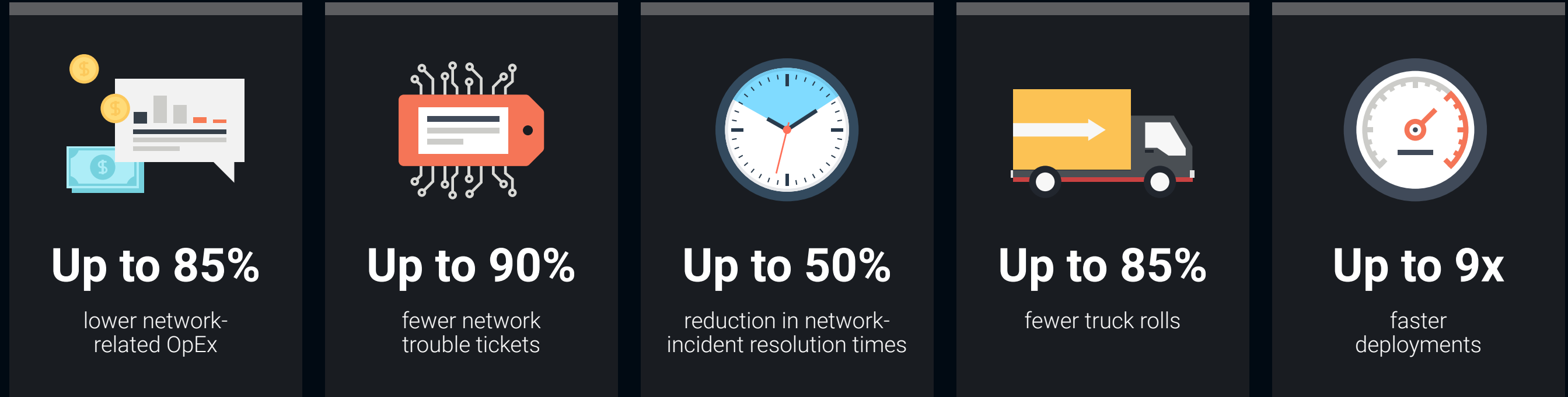
- Reduce an organization's carbon footprint
- Improve power efficiency
- Extend the life of products and components
- Leverage AIOps to assure superior user experiences for operators and end users
- Ensure every connection is reliable, measurable, and secure for every device, user, application, and asset

Juniper's platform:



- Unifies all networking solutions with a common AI engine and virtual network assistant
- Creates enterprise-wide AIOps for deep insights and automated troubleshooting
- Embodies AI in silicon, systems, and operations

This results in:



Next Steps in Using AI to Enable and Enhance Sustainability

Organizations' twin goals of improving sustainability and embracing transformative AI use cases are not mutually exclusive; one set of initiatives does not need to negatively impact the other. Juniper's AI-driven approach to modern networking combines high performance at scale, an exceptional user experience, and lower operational costs with an innovative, AI-centered framework for reducing carbon footprints and improving power efficiency.

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