

## CASE STUDY

# The Green Grid: Helping EMC's Chief Sustainability Officer Partner with IT Teams

*EMC Senior Vice President and Chief Sustainability Officer Kathrin Winkler finds that representing her company in The Green Grid enhances her own efforts to achieve EMC's program goals while expanding her professional network—producing multiple points of ROI for Kathrin and her employer.*

## Finding New Partnership Opportunities

Kathrin credits her experience with The Green Grid with having helped to expand her ability to see IT challenges in a more systemic light. She now can readily see new partnership and integration opportunities and has a better grasp of the role of the data center in EMC's sustainability program and where she can most effectively engage.

**"Working with The Green Grid helps me better understand elements that are adjacent to EMC's IT products, especially those that affect our ability to be resource-efficient. I better understand how our offerings fit into the larger data center context. The Green Grid makes me better at what I do."** —Kathrin Winkler, Senior Vice President and Chief Sustainability Officer, EMC.

## Bridging the IT-Sustainability Divide

As a sustainability professional, Kathrin is always working with people in other organizations to pursue environmental and efficiency goals. In the context of the data center, this typically involves a partnership between an organization's IT and facilities teams. From a solid foundation of existing experience, Kathrin builds on her expertise by networking and collaborating on projects with peers in The Green Grid.

**"The Green Grid exposes me to peer interaction that combines experts from both the facilities and the end-user sides. Their shared knowledge and experience is invaluable in helping me bridge that gap that sometimes exists between IT and infrastructure."** —Kathrin Winkler, Senior Vice President and Chief Sustainability Officer, EMC.

### Fast Facts:

- As a leading global information technology company, EMC, like its customers, is facing unprecedented growth of data and IT demand in its data centers.
- EMC is publicly committed to becoming more sustainable and understanding the long-term implications of its business decisions.
- EMC's approach to sustainability is to view all business decisions with an understanding of their long-term environmental, social, and economic implications.

## Sparking New Ideas to Stay Ahead of the Industry

The Green Grid provides access to a broad swath of data center stakeholders, such as colocation providers and service users, who have sparked new thinking for Kathrin and EMC about the impact of the shift to cloud computing and what it means in terms of allocating resources for environmental impact.

## Building Trust

The Green Grid brings technical, environmental, and business experts together and provides a forum where trust serves as the basis for developing relationships with peers throughout the information and communications technology industry. Kathrin has found these connections useful on both the professional and personal levels.

**“Because of the contacts I’ve made with The Green Grid, I can reach out to colleagues I trust and get connected to experts within other member companies. I find working with like-minded professionals helps to get key issues moving along. That’s all due to the trust we build within The Green Grid.”** —*Kathrin Winkler, Senior Vice President and Chief Sustainability Officer, EMC.*

## Leveling the Playing Field Across the Industry

EMC’s sustainability initiatives operate on a core belief: to be effective, sustainability should be tackled at industry scale. Companies pursuing corporate sustainability goals often have similar views, but lack coordination or alignment on action — particularly among companies that are otherwise competing in the marketplace. The Green Grid has facilitated EMC’s successful partnership with companies pursuing similar goals and facilitated collaboration with the US Environmental Protection Agency, among other federal agencies. EMC points to TGG membership as the vehicle for leveraging broad influence beyond what it could have achieved as a single organization.

**“Our engagement in The Green Grid has amplified the sustainability messages we share with other industry leaders. Membership in The Green Grid is a proof-point of our commitment to resource-efficient IT. We don’t just build sustainability into our engineering—we engage with our peers to achieve more comprehensive, wide-reaching energy efficiency.”** —*Kathrin Winkler, Senior Vice President and Chief Sustainability Officer, EMC.*



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