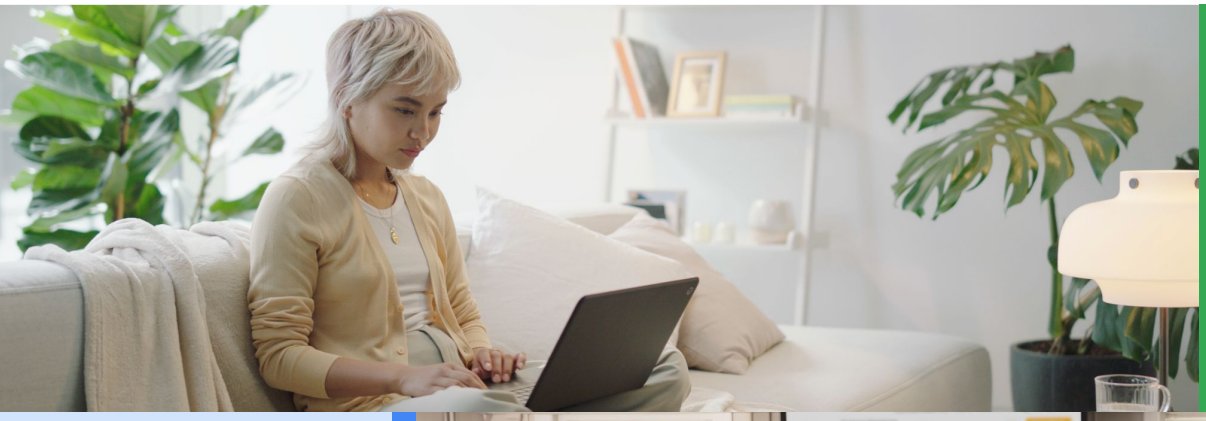
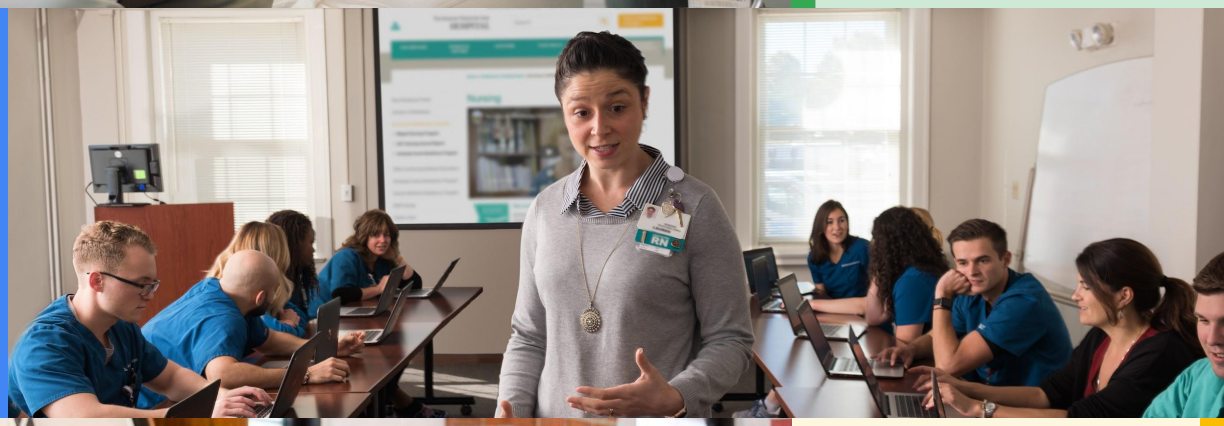
chromeOS

Leading with digital sustainability

Making cloud-first tech choices to benefit the planet, your people, and your profitability – now and into the future





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Digital sustainability maximizes value against the triple bottom line

Environmental sustainability

Reducing the negative impact your company and products have on **the planet**

Social sustainability

Identifying and managing the impact your business has on **your people**

Financial sustainability

Managing the financial health of your business to ensure short-term success in the present, while minimizing risk that could jeopardize **future profitability**

... and gives you a competitive edge — **now and into the future.**

As a business leader today, you're juggling a lot of priorities. You're focused on improving productivity, protecting your company against risk, and reducing operational costs, just as you've always done. But you also have new, big challenges to address, from climate change to employee burnout and ongoing inflation.

Balancing environmental stewardship, employee well-being, and financial security while running a business is demanding — in part because these priorities seem to exist in tension with each other. But complex challenges often reveal new opportunities, and at Chrome Enterprise we believe business leaders can harness this moment to help organizations thrive by embracing the tension and developing a strategy that works on multiple fronts.

When we think about a way forward, the word "sustainable" comes to mind — as in making decisions that will create value today *and* ensure business longevity. Yes, the term typically relates to positive environmental impact, but it's time to expand the definition.

Digital sustainability maximizes sustainable value across environmental, social, and financial outcomes to give you a competitive edge — today and beyond.

At Chrome Enterprise, we believe digital sustainability is a powerful framework for addressing the triple bottom line: the planet, your people, and profitability. We use it as a lens for building cloud-first solutions that reduce organizations' environmental footprint, support employee well-being, and optimize technology budgets — and we're helping businesses embrace this mindset.

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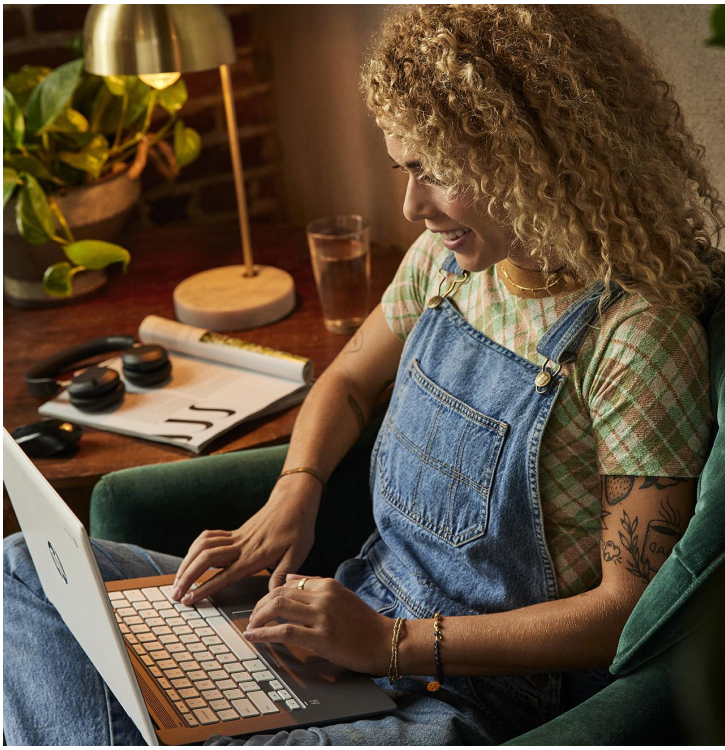
Environmental sustainability



Acting to reduce or eliminate the negative impact your company and products have on the planet

As business leaders, we have the power to build environmental sustainability into our organizations' everyday practices.

Moving to the cloud is a great first step — one many of you may have already made. On average, cloud migration can reduce a company's carbon emissions by 84%.[1] That means we could collectively reduce global carbon emissions by 59 million tons of CO2 per year — or the equivalent of taking 22 million cars off the road.[2]

How can IT make environmental sustainability a priority in technology programs?

The average company's on-premises to cloud migration can drive a carbon emission reduction of **84%.**[3]

Commit to being cloud-first.
ChromeOS is a ***cloud-first***, modern, sustainable, and easy-to-manage ***operating system.***

57.4 million tons of e-waste were discarded worldwide in 2021.[4]

Reduce e-waste.
ChromeOS Flex is a ***sustainable*** way to modernize ***devices you already own***.[5]

Energy usage contributes to **73.2%** of global greenhouse gas emissions.[6]

Lower energy consumption.
46% less energy is consumed with ***ChromeOS*** than comparable competitor devices.[7]

1 Accenture, The Green behind the Cloud, 2020
2 Accenture, The Green behind the Cloud, 2020
3 Accenture, The Green Behind the Cloud, 2020
4 The WEEE (waste electrical and electronic equipment) Forum, 2021
5 Experience ChromeOS Flex today
6 Climate Watch Global Historical Emissions Report, 2022
7 Determining end user computing device Scope 2 GHG emissions with accurate use phase energy consumption measurement, 2020

> On average, cloud migration can **reduce a company's carbon emissions by 84%.**[8]

In 2021, the world was projected to generate 57.4 million tons of e-waste, which is like throwing away 1,148 laptops every second.[9] You can reduce your company's e-waste with technology that lasts longer and extends the lifespan of existing devices.

To support this effort, we recently released ChromeOS Flex, which enables you to download and install a modern OS on aging PCs and Macs at no cost. And when it's time for new devices, Google can help you take another step in the right direction with Chromebooks that consume 46% less energy than competitive devices.[10]

ChromeOS Flex brings a cloud-first operating system to your existing hardware.

ChromeOS Flex is a sustainable way to update your existing Macs and PCs and reduce e-waste.

Install ChromeOS Flex at no cost.

Your IT team can seamlessly manage all devices from the cloud.

Try **ChromeOS Flex** now at no cost

8 Accenture, The Green Behind the Cloud, 2020
9 The WEEE (Waste Electrical and Electronic Equipment) Forum, 2021
10 Determining end user computing device Scope 2 GHG emissions with accurate use phase energy consumption measurement, 2020

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Social sustainability

Identifying and managing the impact your business has on your people

Promoting employee productivity and well-being is critical for business success today. You can work toward both outcomes by creating modern, flexible work environments that enable people to perform at their best and thrive.

> Companies with highly engaged workforces, are **23% more profitable on average.**[11]

How can IT better support cloud workers?

62% of workers say their company does not currently have an asynchronous-first work policy.[12]

Create a flexible, inclusive, and secure work environment. *14% higher productivity* for hybrid and remote workers with ***ChromeOS***.[13]

77% of workers surveyed said they have experienced burnout at their current job.[14]

Address the tension between productivity and employee well-being. *Chrome browser* lets employees ***easily switch*** between work and personal profiles.[15]

54% of IT managers' time is spent on administration.[16]

Equip IT teams with the tools they need. ChromeOS is *36% easier* to manage than other operating systems.[17]

11 Gallup, State of Global Workplace Report, 2022
12 Buffer, State of Remote Work, 2022
13 The Business Value of ChromeOS for Hybrid and Remote Workers, 2023
14 Deloitte, Workplace Burnout Survey, 2021
15 Use Chrome with multiple profiles
16 Harvard Business Review, 2021
17 IDC Business Value Paper, sponsored by Google, The Business Value of ChromeOS, doc #49920522, March 2023

Giving your employees control over where, when, and how they work can help maximize personal productivity while supporting autonomy. Equipping teams with cloud-based tools that power asynchronous collaboration is one way to do this. Chrome browser and ChromeOS offer a secure environment for collaboration, allowing everyone to contribute to a task or project at any time. Encouraging people to exchange information on their own schedule also fosters collaboration equity and builds a more inclusive workplace — a key element of social sustainability.

> **Fifteen percent** of the global population — **one billion people** — experience some form of disability.[18]

Giving ***all*** people the ability to work is a core principle for us when developing solutions. Fifteen percent of the global population — one billion people — experience some form of disability,[18] and we want to make sure our technology addresses this. In Chrome browser, we've made it possible to enlarge text and images as well as apply real-time captions to online media. ChromeOS has a built-in screen reader, which enables diction, select-to-speak, and spoken feedback, to help users with visual impairments — and with voice switching functionality, the screen reader's voice automatically changes based on the language of the text being read.

Social sustainability also involves helping employees balance work and life. Gallup recently reported that only 21% of global employees are engaged at work.[19] Feelings like these can lower employee morale and productivity to the detriment of the business. Companies with highly engaged workforces, on the other hand, are 23% more profitable on average.[20] Google is helping support employee engagement and well-being with solutions like work profiles that encourage people to set healthy boundaries. The cloud-based management capabilities of ChromeOS and Chrome browser also reduce administrative burdens on IT teams, so they can focus on the work that matters most.

> Chrome browser and ChromeOS offer a secure environment for collaboration, **allowing everyone to contribute to a task or project at any time.**

18 The World Bank, Disability Inclusion, 2022
19 Gallup, State of Global Workplace Report, 2022
20 Gallup, State of Global Workplace Report, 2022

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Financial sustainability

Managing your business's financial health to ensure short-term success and minimize threats to future profitability

Given IT's strategic role in business, technology decisions contribute to the organization's overall financial health. You can create sustainable value with solutions that lower operational costs, reduce risk, and help you effectively allocate IT resources.

> With the **average cost of a data breach now topping $4.35 million,** security must be a financial priority.[21]

How can IT support financial sustainability?

90% expect to shave off at least **10%** of their IT budgets with cloud infrastructure services.[22]

Lower the total cost of ownership. ***$463 average cost savings*** per device with ***ChromeOS***.[23]

The average cost of a data breach is **$4.35 million.**[21]

Proactively protect the company from costly security threats. ChromeOS has ***zero*** reported ***ransomware attacks***, ever.

Only **10%** of IT managers' time is spent on strategy and innovation.[24]

Free up IT resources to work on high-value initiatives. ChromeOS deploys ***63% faster*** than other devices, saving ***45 minutes*** per device deployed compared to other devices.[25]

21 IBM, Cost of Data Breach Report, 2022
22 OpsRamp, Five Trends Reveal The Emergence of Cloud-First Enterprises, 2020
23 IDC: The Business Value of ChromeOS for Hybrid and Remote Workers, 2023
24 Harvard Business Review, 2021
25 IDC: The Business Value of ChromeOS for Contact Centers, 2022

> **ChromeOS devices may save $3,901 per device over the first three years of ownership**, resulting in hundreds of thousands of dollars of savings across your fleet. [26]

Reducing the cost of ownership of devices and hardware is a smart place to start. You can make your money go further for longer by purchasing the right devices for the job, factoring device lifecycles into decision-making, and accounting for IT management costs on top of sticker price. ChromeOS devices may save $3,901 per device over the first three years of ownership, resulting in hundreds of thousands of dollars in savings across your fleet.[26]

With the average cost of a data breach now topping $4.35 million,[27] security must be a financial priority. To that end, look for technology that intelligently and proactively protects your organization from cyber attacks. Both Chrome browser and ChromeOS are secure by design, with built-in protections and automatic updates. And every month, Chrome browser protects more than five billion users from accessing 260 million harmful sites.

Being financially sustainable also means allowing your people to do their best work. Solutions that lighten the administrative burden on IT teams free them up to focus on other priorities. Features like zero-touch deployment, centralized endpoint and policy management, and automatic updates can deliver end-user functionality while streamlining IT management. Chrome browser improves IT admin productivity by 25% on average.[28]

This is just the beginning

The technology you introduce today could be the solution that keeps a valuable employee from burning out, helps your company lower its annual emissions, and redirects enough resources to support a new innovation.

Chrome Enterprise is committed to digital sustainability and contributing to the unfolding conversation.

Contact us to learn more or get started

26 IDC: The Business Value of ChromeOS for Hybrid and Remote Workers, 2023
27 IBM, Cost of Data Breach Report, 2022
28 Forrester, The Total Economic Impact™ of Google Chrome Browser For Enterprise, 2018