

# Strategic Sustainability **Integrating Technology for Business Success**



AN IN-DEPTH GUIDE

Dive into the world of sustainable  
technology in the modern world

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# Executive Summary

This e-book outlines the compelling business case for embracing sustainable technology in Malaysia. Targeted towards industry leaders and change-makers, this resource explores:

- The business aspect of sustainable tech
- Challenges of adopting sustainable tech
- The possible opportunities of adopting sustainable tech
- The role of system integrators
- Sustainable tech solutions
- The future outlook for the sustainable tech world.

## Who is IGS?

IGS as a leading system integrator, is committed to empowering Malaysian businesses of all sizes to thrive in the evolving landscape.

## Objective?

This e-book equips you with the knowledge and insights to leverage the strategic advantages of sustainable technology for your organization.

## What Is Sustainable Technology?

Sustainable technology refers to solutions specifically designed to reduce the environmental impact of IT infrastructure across its entire lifecycle.\*

## Contributions to Sustainable Development Goals (SDGs) with Sustainable Technology Adoption:



# A Push Towards Sustainability

Sustainability matters not just as a moral obligation but as **a strategic necessity aligned with national directives**, exemplified by Malaysia's ambitious vision for achieving net-zero emissions by 2050. Frameworks like the Sustainable and Environmental Development Guide (SEDG) and **shifts in consumer behavior towards ethical consumerism** further underscore the importance of sustainability in today's market.

**Technology emerges as a pivotal enabler** of sustainability efforts, empowering organizations to leverage data-driven insights and cutting-edge solutions to drive meaningful change. From optimizing operations to aligning with sustainability goals, technology plays a central role in building a resilient and environmentally responsible future.

In essence, the motives for sustainability is clear — **it's about future-proofing our organizations, meeting regulatory requirements, fulfilling consumer demands, and adopting technology for positive change**. It's incumbent upon us to embrace sustainability as a core pillar of our organizational strategy.

Sustainable technologies offer undeniable environmental advantages, but their complexity can slow down adoption. Partnering with a system integrator like IGS **simplifies the process and bridges the gap by providing expertise and guidance** throughout the process. This expertise streamlines implementation, maximizing the return on your investment in sustainability.

**The future is sustainable, and the time to act is now.** At IGS, we believe a sustainable future is a prosperous future. With a comprehensive suite of sustainable technologies, it allows you to make substantial progress forward. These solutions don't just benefit the environment, they deliver tangible results, helping your organization achieve its environmental responsibility goals while driving profitability.



CHAPTER N.3

# The Business Case For Sustainability



# Why Should We Integrate Sustainable Tech?

While every department within an organization plays a vital role in reducing carbon footprints, promoting ethical governance, and fostering positive social impact, it's **the tech environment that wields the greatest influence** on our ecological footprint in the near future.

By effectively integrating sustainable technologies, organizations can achieve cost savings, improve operational efficiency, and build a stronger brand that resonates with environmentally conscious consumers. This ultimately positions for long-term success in a changing marketplace.

The business case for sustainable technologies rests on three key pillars: **addressing climate challenges and environmental sustainability, leveraging next-generation technology for sustainable operations, and capitalizing on the growing demand for sustainable practices.** These factors collectively enhance the value and impact of sustainable technologies.

## Addressing Climate & Environment

Traditional business practices often contribute to environmental problems like climate change and resource depletion.

A study found that in 2023, the Asia-Pacific region incurred economic losses amounting to \$65 billion, with a protection gap of 91 percent\*. Climate change and environmental degradation such as extreme heatwaves to massive floods across Asia, climate change pose significant risks to business operations globally.

However, through the adoption of sustainable technology, companies can effectively mitigate these risks, ensuring long-term business continuity and readiness for future regulatory changes and market shifts.

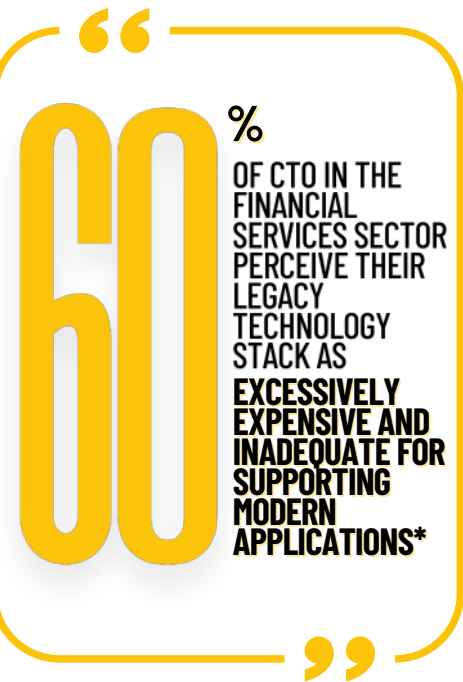
“  
**65** **BILLION DOLLARS ECONOMIC LOSSES**  
INCURRED IN APAC REGION DUE TO CLIMATE CHANGE IN 2023\*  
”

## Modernizing Tech Infrastructure

Legacy hardware and systems often contribute to inefficient resource usage, leading to increased waste and rising costs. A survey reveals that 60% of CTOs in the financial services sector perceive their legacy technology stack as excessively expensive and inadequate for supporting modern applications\*.

Yet, transitioning from traditional to green technologies poses logistical challenges for businesses. Implementing new technologies typically entails significant infrastructure modifications, requiring a skilled tech team for implementation, and cooperation from all levels of the workforce.

However, sustainable technology can resolve these issues by maximizing resource efficiency, ensuring regulatory compliance, avoiding fines, and simultaneously improving operational efficiency.



## Fulfilling Consumer Demands

A growing wave of eco-conscious consumers is driving demand for sustainable products and services. Companies that prioritize sustainability are building customer loyalty and boosting revenue by catering to the growing market for eco-friendly options.

Around 60 percent of Malaysian respondents indicated their willingness to pay more for sustainable products and services.\*

Organizations showcasing sustainable practices stand a better chance of securing contracts and business deals, particularly in Malaysia, which leads the green finance movement in Southeast Asia, boasting the highest percentage of green investors at 17%.\*



To gain a competitive edge, achieve cost savings, and manage operational risks, businesses must prioritize sustainability practices. Sustainable technologies are a key component of achieving success towards a broader commitment to sustainability and fostering resilience amid an ever-evolving market landscape.

1. Forrester, What's Driving Next-Generation Data Platform Adoption in Financial Services, 2022

2. Statista, 2024

3. Millie Eu, "Invest in Our Planet" Earth Day 2023 Survey, 2023

## CHAPTER N.4

# Key Challenges and Opportunities





# Confronting Challenges and Capitalizing on Opportunities

## Investment Budget



One of the biggest roadblocks businesses face when considering sustainable solutions is the initial investment in new infrastructure, equipment, or software. This can be especially daunting for companies with limited budgets.

To facilitate affordability for sustainable technologies, businesses should proactively research and leverage government grants, tax breaks, and financing options.

Alternatively, by collaborating with a system integrator on tech upgrades, businesses can work out a plan to facilitate investment budgets and be empowered to make informed decisions, paving the way for a more sustainable future.

## Knowledge Gap



A major obstacle to wider adoption of sustainable technologies is the lack of understanding on how to implement them effectively. This uncertainty can hinder progress towards a more sustainable future.

To bridge this knowledge gap, various resources are becoming increasingly available. These may include workshops, training sessions, and educational materials offered by independent sustainability consultants or industry organizations.

Tech partners are often at the forefront of technological innovation, including sustainability advancements. Leverage their expertise by requesting an enablement session focused on sustainable solutions.

## Tech Integrations



Successfully integrating new sustainable technologies with existing infrastructure can be a complex process. It often requires a deep understanding of both the new technology and the existing systems.

Many organizations lack the in-house expertise needed to properly evaluate, implement, and manage these sustainable solutions.

Partnering with a system integrator experienced in integrating sustainable technologies can be a valuable solution. These specialists possess the expertise to ensure a smooth implementation process, minimizing disruption to existing operations while maximizing the benefits of new sustainable solutions.

CHAPTER N.5

# The Role Of System Integrators





# Diving Into Your Tech Environment

The convergence of rapid technological change, evolving industry regulations, and consumer demands underscores the paramount importance of adaptability. Your organization's IT environment must possess the flexibility and resilience to thrive amidst constant change.

With IGS's expertise and guidance, your tech ecosystem can undergo a remarkable transformation, becoming as adaptable as a chameleon in nature. We can aid in enabling your IT environment to effortlessly navigate complexities, quickly adapt to changing landscapes, and mitigate threats.

Additionally, we can help you unlock the potential of your tech environment to seamlessly embrace innovation, mirroring the adaptability of a chameleon as it navigates various landscapes in its habitat.

## Here's How We Can Help

### **Sustainable Hardware, Servers, Storage & Cloud**

IGS builds the bedrock foundation of your IT environment with sustainability in mind. Similar to how a chameleon relies on a sturdy backbone; we deploy energy-efficient servers and utilize responsible storage practices, minimizing your IT footprint while maintaining reliable performance.

Our commitment extends to the cloud, where we leverage sustainable cloud solutions to further reduce environmental impact while enhancing scalability and resilience. This strong infrastructure provides the support your IT chameleon needs to thrive in its dynamic environment.

### **Data Management, Backup & Disaster Recovery**

In the intricate ecosystem of your tech infrastructure, data serves as the lifeblood. Your tech environment requires a steadfast shield for managing and safeguarding this vital resource.

At IGS, we prioritize establishing resilient data management systems and dependable backup/disaster recovery solutions. This ensures your critical information remains protected at all times, empowering your IT environment to adapt as quickly as a chameleon by making informed decisions and ensuring that it thrives by maintaining continuity.

## Network Management & Infrastructure Monitoring

A chameleon's keen senses helps it navigate its environment with precision, optimizing your network management and infrastructure monitoring capabilities empowers your tech environment to operate with agility and responsiveness.

By fine-tuning these critical components, your organization gains the ability to detect and respond to changes in real-time, much like the chameleon swiftly adapts to its surroundings. With enhanced network management, you can ensure efficient resource allocation, minimize downtime, and seamlessly scale operations to meet evolving demands as your business grows further.

## IT Support And Managed Services

Chameleons require additional nutrients and sustenance for survival in their habitats; similarly, your tech environment needs ongoing care and optimization. By partnering with us for comprehensive IT support and managed services, your tech environment receives consistent attention and enhancement through effective optimization.

This partnership facilitates continuous adaptation and growth, creating a harmonious synergy between your organization and its digital ecosystem. Similar to how chameleons rely on their environment, your IT infrastructure thrives with the support and nurturing provided by our expert team, ensuring sustained success in an ever-changing technological landscape.



## Virtualization & Virtual Workspace

Embracing virtualization technologies mirrors the chameleon's effortless traversal of different terrains. Virtualization enables your organization to transcend physical constraints, enabling the efficient allocation of resources, optimized performance, and enhanced productivity.

Additionally, by transitioning your organization to virtual workspace; this evolution equips your IT environment with the flexibility and scalability needed to thrive in dynamic environments. Just as the chameleon seamlessly adapts to its surroundings, your tech ecosystem effortlessly morphs to meet evolving needs, ensuring sustained success.

## Cybersecurity

Akin to a chameleon's protective camouflage, cybersecurity serves as a shield, guarding your tech ecosystem from the myriad of external threats lurking in the digital landscape. Just as the chameleon's adaptive colors protect it from predators, robust cybersecurity measures fortify your infrastructure against malicious actors and cyber threats.

By deploying state-of-the-art cybersecurity solutions, we ensure that your digital assets remain protected. From advanced threat detection systems to comprehensive network protection, we employ a multi-layered approach to cybersecurity, mitigating risks and enhancing resilience across your environment.

CHAPTER N.6

# Sustainable Tech Solutions and Benefits

## What is considered sustainable technologies?

Sustainable technology encompasses a wide range of solutions, systems, hardwares, softwares and services aimed at reducing the negative impact on our environment. The primary goal is to achieve sustainability in various aspects of business operations, from manufacturing and energy consumption to waste management and product lifecycle.

| Sustainable Tech Offerings                         | Environmental Benefits                                                                                                                                                                                                                                                                                              |
|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Hardware and Servers<br/>(Energy Efficient)</b> | <ul style="list-style-type: none"> <li>Reduced energy consumption lowers reliance on fossil fuels and greenhouse gas emissions.</li> <li>Longer lifespans through proper maintenance reduce the need for frequent replacements and e-waste.</li> </ul>                                                              |
| <b>Cloud Computing</b>                             | <ul style="list-style-type: none"> <li>Centralized infrastructure reduces overall hardware footprint and energy use compared to individual company servers.</li> <li>Economies of scale allow for efficient use of resources and potentially cleaner energy sources by cloud providers.</li> </ul>                  |
| <b>Managed Services</b>                            | <ul style="list-style-type: none"> <li>Expertise in server management can optimize hardware performance and reduce energy waste.</li> <li>Providers may offer eco-friendly data centers that utilize renewable energy sources.</li> </ul>                                                                           |
| <b>Virtualization</b>                              | <ul style="list-style-type: none"> <li>Creates multiple virtual machines on a single physical server, reducing overall hardware needed and energy consumption.</li> <li>Improves server utilization and reduces idle power draw.</li> </ul>                                                                         |
| <b>Cybersecurity</b>                               | <ul style="list-style-type: none"> <li>Protects against data breaches and ransomware attacks that can disrupt critical infrastructure and lead to increased energy consumption for repairs.</li> <li>Encourages responsible e-waste disposal practices by safeguarding sensitive information on devices.</li> </ul> |

## How are sustainable technologies applied in real-world scenarios?

| Sustainable Tech Offerings                     | Real-World Application                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Hardware and Servers (Energy Efficient)</b> | In the healthcare sector, energy-efficiency and longer hardware lifespans, achieved through diligent maintenance practices, curtail the need for frequent replacements, thereby reducing e-waste generation and fostering sustainability as a norm within healthcare organizations.                                                                                                              |
| <b>Cloud Computing</b>                         | Cloud heralds a new era of adaptability, offering scalability and flexibility to retailers amidst ever-changing customer demands. By eliminating the need for additional on-premises hardware, this shift not only reduces energy waste but also promotes sustainability, aligning retail operations with eco-conscious practices.                                                               |
| <b>Managed Services</b>                        | Managed services offer expert optimization of IT systems and processes, ensuring streamlined logistics operations. By leveraging expert guidance and proactive maintenance, logistics companies achieve enhanced and optimized security, aids in driving business growth and further enhanced environmental benefits, reinforcing their commitment to sustainability and operational excellence. |
| <b>Virtualization</b>                          | Server virtualization revolutionizes IT infrastructure within manufacturing organizations, consolidating resources, and optimizing scalability, while reducing hardware and energy costs. This transformative approach ensures the availability of critical production systems, optimizing resource utilization and minimizing downtime in the pursuit of operational excellence.                |
| <b>Cybersecurity</b>                           | Cybersecurity, an unyielding fortress, safeguards sensitive financial data from evolving threats, preserving trust and reputation. Solutions such as Security Operations Center (SOC) helps financial institutions monitor, detect, analyze, and respond to cybersecurity threats and incidents leading to increased trust from stakeholders.                                                    |

## CHAPTER N.7

# Sustainability Trends and Future Outlook





# SUSTAINABILITY TRENDS AND FUTURE OUTLOOK

As global awareness of environmental issues continues to grow, so too does the demand for innovative solutions that can mitigate the impact of human activities. Here's a glimpse into some emerging trends and their potential impact on businesses.

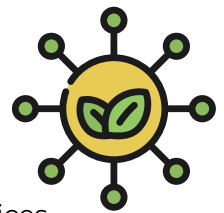
## Circular Economy



### A shift from the traditional "take-make-dispose" model

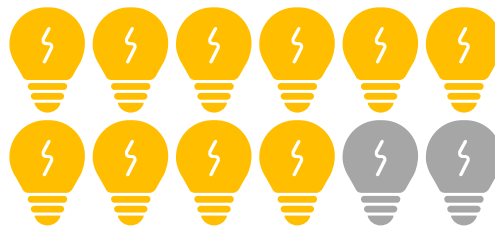
Businesses will need to adopt product design and manufacturing processes that prioritize recyclability, repairability, and reusability. This could lead to new revenue streams from product-as-a-service models or remanufacturing initiatives.

## Circular Supply Chains



Businesses are striving for transparency and sustainable practices throughout their supply chains.

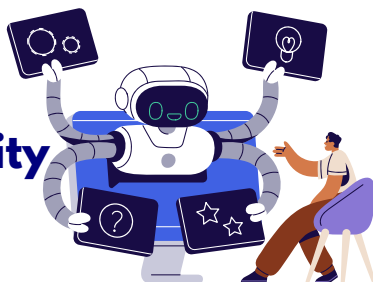
## Renewable Energy Integration & Storage



### Increased adoption of renewable energy sources

Businesses will benefit from reduced reliance on fossil fuels and potentially lower energy costs. Smart grids and distributed energy systems will become more prevalent.

## Artificial Intelligence (AI) for Sustainability



Utilizing AI for tasks like optimizing energy usage in buildings or analyzing supply chains for environmental impact.



Businesses can leverage AI to identify areas to make data-driven decisions for a more sustainable future.

## Regulatory Landscape and Consumer Pressure

### More stringent regulations, policy and growing consumer sustainability demand.

Businesses will need to adapt to comply with stricter regulations and cater to environmentally conscious consumers. Transparency and sustainability reporting will become even more critical.



## CHAPTER N.8

# WHAT IS THE NEXT STEP?



# The Next Step You Take Matters

Planning constitutes half of the effort required to ensure our path towards sustainability stays on course; the other half demands action. We've condensed the top three actionable steps that you and your organization can leverage for maximum benefit:

## 1. Start With A Sustainability Assessment

Partner with a system integrator to conduct a comprehensive sustainability assessment of your IT infrastructure. This will identify areas for improvement and potential technology solutions.

## 2. Develop A Sustainable Tech Roadmap

Based on the assessment, create a roadmap outlining the sustainable technology solutions you plan to implement, prioritizing based on impact and ROI. Through collaborating with system integrators like IGS, the implementation process should be made easier for you and your team.

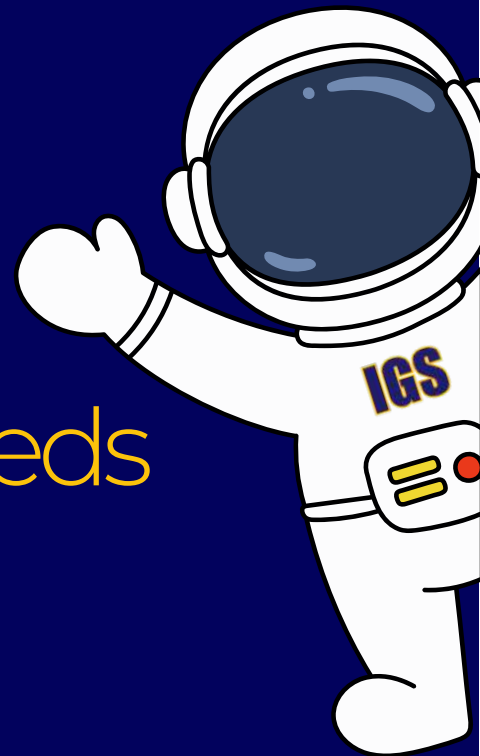
## 3. Start Small & Scale Up

Don't try to do everything at once. Begin with a pilot project to test a specific sustainable technology solution and build momentum. This will ensure that you're well equipped for any unexpected roadblocks and bounce back faster.

# Take Charge of Your Sustainable Future: Let's Discuss Your Sustainable Tech Needs

**Schedule a Free Session Today for a Personalized  
Sustainable Tech Adoption Plan.**

**TALK TO US TODAY! ➔**





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TRANSFORMATION  
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