IBM Consulting
Green IT and Sustainability on Azure

Client Success Story

IBM Consulting

Azure

FMCG Major

Client Success Story

IBM Consulting helped the US unit of a Global FMCG client in transforming its product portfolio by focusing on high-growth categories that meet changing consumer needs, including pet care, coffee, premium bottled water, consumer health and infant nutrition.

Client is committed to:
- achieve net zero emissions by 2050,
- make all their packaging reusable or recyclable by 2025, and
- invest more than $3 billion globally over the next few years to accelerate this work.

IBM is their trusted partner in this journey.

Client Pain Points

- Meet net zero objectives at organization level to become carbon neutral by 2035
- Not sure how IT can play a role for meeting net zero goals
- Sustainable by Design is a cultural shift and want to enable green behavior at workplace
- Not having Green Reference Architecture to drive the sustainable objectives to technical community and considering sustainability as non-functional requirements

Client Value & Business Outcomes

Actionable insights and recommendations to improve architecture the heavily used B2B conversational AI app and make it more sustainable
- API specific improvements
- Bot UX optimization
- Workflow optimization
- DevOps microservices
- Azure focused improvements
- Design consideration & best practices

IBM Value & Differentiation

- Deep knowledge and technical eminence of sustainable design & architecture
- Green IT assessment framework for Azure, a unique solution for IT sustainability
- Well defined and ready to consume sustainability design principles addressing all aspects of reference architecture
- High impact solution that optimizes highly used B2B chat bot app

Delivery Solution Highlights

Understand and clarify
- Client priorities and requirements
- Interactions and interviews with Client team for better understanding of enterprise architecture

Assess
- Client Bot application architecture review (as-is) in detail
- Possible areas of improvements
- Trade off analysis of improvement options along with security and cost implications

Recommend
- Architecture or design changes needed to make Bot application more sustainable in nature.
- Roadmap for injecting Green IT best practices, design techniques and implementation approach