Improve Your Business Sustainability with Intel® NUCs Customized by Simply NUC

How switching from inefficient tower PCs and laptops to Intel® NUCs can help your business reduce its carbon footprint and save over 50% on energy costs.

Most of your greenhouse gas emissions stem from your supply chain

Sustainability is now crucial in many business plans, as companies strive to improve their environmental, social, and governance (ESG) practices.

According to McKinsey & Company, two-thirds of a company's ESG footprint lies with suppliers. Their research states that 80%-90% of a product's greenhouse gas emissions are indirect and occur across a company's value chain. Of these emissions, two-thirds stem from upstream supply chains.[1]

Reducing your direct and indirect emissions requires you to examine your purchases and learn where you can make more eco-friendly choices. One area where you can lessen your impact is with technology, particularly your PCs. For example, many businesses are moving away from inefficient tower PCs to mini PCs that use 50% less energy and offer other environmental benefits.

In this white paper, you will learn how mini PCs—specifically Intel® NUCs—can make your business operations more sustainable. These small-form factor systems are energy efficient, upgradable, repairable, and recyclable. They also offer the high performance you need to perform data-intensive tasks, such as coding, video editing, complex financial analysis, and CAD design.

This white paper also provides recommendations on what to look for in a mini PC vendor, along with information on the latest and most sustainable Intel® NUCs. Read on to learn how downsizing from tower PCs to Intel® NUCs can have a big impact on your business and ESG efforts.

1: McKinsey & Company: Buying into a more sustainable supply chain, 2021

Going green is good for business

Business sustainability is no longer an option. Customers, employees, and global governments are pushing all industries to adopt more sustainable practices and reduce their carbon footprint.

According to TechTarget[2], "Business sustainability helps solve or mitigate ecological, social, and economic problems through the strategic management of resources. It seeks to improve the effect a company has on the external world. In return, the business generates goodwill with employees, stakeholders, and the community."

Going green isn't just good for the environment—it's also good for business. Almost two-thirds of consumers consider a company's sustainability practices before buying[3], and 86% of companies expect their ESG performance to boost sales.[4]

> Companies with effective ESG practices generate more than 20% higher profitability than average.
>
> World Economic Forum[5]

Eco-friendly practices can also help you attract and retain top talent. Forty percent of millennials said they chose jobs with companies that had better sustainability performance than other options. Meanwhile, 70% of millennials said they would stay with a company that had a strong sustainability plan.[6]

2: TechTarget: Business Sustainability
3: Simon Kucher: Global Sustainability Study, 2021
4: HSBC: Companies anticipate direct commercial benefits from embracing sustainability, 2020
5: ESG Today: Accenture/WEF Report: Sustainable Management Practices Drive Significant Profitability Advantage, 2021
6: Governance & Accountability Institute: Millennials Really Do Want To Work for Environmentally-Sustainable Companies, According to a New Survey of Large Company Employees, 2019

Business sustainability starts with your purchasing

Sustainability impacts every area of a business, including technology purchasing. According to an Amazon Business report, 63% of B2B buyers cited "improving sustainability in purchasing" as a top goal. Meanwhile, 69% of those surveyed must buy from sustainable sellers.[7]

When it comes to your PC purchases, you may face requirements in the following areas:

- Sourcing computers that contain recycled materials
- Properly disposing of electronic waste
- Keeping old PCs and their packaging out of landfills
- Reducing your energy consumption
- Ensuring you receive PCs promptly, despite global supply chain disruptions

Although technology brands are building more sustainable products, finding the right PC is easier said than done. Many products that claim to be eco-friendly are greenwashed. And, if you find truly sustainable options, they may not meet your business needs.

Luckily, you can now find PCs that drive business efficiencies while helping you achieve your sustainability goals.

7: Amazon Business: State of Business Procurement Report, 2022

Intel® NUCs: Mini PCs that are sustainable and meet your business needs

Purchasing teams for all types of companies are buying mini PCs, such as **Intel® NUCs**, to improve their sustainability practices while boosting business efficiencies. An Intel® NUC (Next Unit of Computing) is a small computer, typically just 4" x 4"x 2", that packs the power and performance of a much larger PC.

NUCs have been in the market for more than a decade. In 2011, an engineering team at Intel® used laptop components to build a mini desktop. Over the years, Intel® has continuously improved the NUC product line—focusing on feature density, innovations, sustainability, and performance without increasing the size of the workstation.

You can perform all your regular business functions with a NUC—even activities that require a lot of compute power, such as CAD design, video editing and capturing, medical image rendering, data science, complex financial analysis, and coding. Some models support full-sized graphics cards and can connect to devices such as video cameras and DSLRs through an array of Thunderbolt™ 4 and USB-C ports.

Here are some sustainability and business advantages you can achieve when you replace your tower PCs or laptops with Intel® NUCs:

SAVE 50% ON ENERGY.
Switching from traditional towers or laptops to Intel® NUCs can cut your electricity usage and costs in half—without compromising your performance.

Intel® also takes steps to conserve energy during its production and shipping processes. The brand uses low-temperature solder (LTS), which delivers 25% energy savings during manufacturing.[8] And, since Intel® NUCs are small, they require less energy to ship and less space to store.

8: Intel®: Reimagining the World of Sustainable Computing

KEEP OLD PCS AND PACKAGING OUT OF LANDFILLS.

Intel® NUCs are part of a circular economy. This means that Intel® optimizes resources and minimizes waste in every phase of a product's life to make it as regenerative as possible. Here are just a few of the ways that Intel® makes its NUCs sustainable:

- During production, Intel® includes recycled plastics in its mini PC chassis and aims to use 70% recycled plastics by 2025.
- Intel® NUCs don't contain harmful elements, such as mercury, PVC, lead, beryllium, and brominated flame retardant.
- All Intel® NUCs qualify for Energy Star and Electronic Product Environmental Assessment Tool (EPEAT) certification.
- In 2021, Intel® made 95% of its packaging recyclable or reusable in secondary markets. Intel®'s 12th Gen products are 100% recyclable or reusable.[9]
- Intel®'s take-back program properly recycles Intel® NUC products. In 2021, Intel® kept 99.5% of all returned materials out of landfills.[10]

MINIMIZE HEAT AND NOISE IN YOUR WORKING ENVIRONMENTS.

Intel® NUCs make working environments more comfortable, as they generate less heat and noise than similarly configured PCs. Switching to mini PCs can improve your user experience when you work in a space with lots of computers, such as a lab, call center, or open-plan office. And, since Intel® NUCs minimize heat, you won't need to run the AC to compensate for higher temperatures.

A university engineering lab recently replaced its old, noisy, and hot mainframe workstations with Intel® NUCs. The smaller PCs not only freed up desk space but also dramatically reduced heat and noise in the room. Students used to avoid the lab unless they had no other place to work. Now, they enjoy going to the lab, as they can work in a comfortable environment.

EASILY REPAIR YOUR MINI PCS AND LENGTHEN THEIR LIFESPAN.

Intel® NUCs typically last more than seven years. This is ideal when you must keep your computers in service for a long time or want to avoid the costs and environmental impact of constantly replacing technology.

If your mini PC breaks, there is a strong chance you can fix it. Intel® has improved its repair processes to keep its NUCs in service longer. The percentage of Intel® NUC returns that are repairable increased from 64% in 2020 to 90% in 2022.

GET HIGH PERFORMANCE IN A SMALL SIZE.

Intel® NUCs pack the power of full-size desktop PCs into a form factor small enough to hold in your hand. The mini PCs offer the latest technology and newest Intel® processors so you can perform all your regular business functions.

The larger-sized NUCs support activities that require more compute power—such as CAD design, video editing, video capturing, rendering medical images, data science, complex financial analysis, and coding. Some models support full-sized graphics cards and GPUs. They can also connect to video cameras, DSLRs, and more through Thunderbolt™ 4 and USB-C ports.

9: Intel®: Reimagining the World of Sustainable Computing
10: Intel®: Do Something Wonderful with Something Sustainable

7 Critical Things to Look for in a Mini PC Vendor

Not all computer hardware vendors are created equal. Many will sell you generic systems that lack the performance, quality components, and sustainable features you need. Others offer limited support and won't troubleshoot or manage your mini PCs if they have issues.

Choose a vendor with a passion for eco-friendly and high-performance products. They should offer the following:

1. Complete mini PC customization based on your exact needs

Your IT team can spend a long time configuring and deploying systems. Save your IT team time by asking your vendor to customize your systems' storage, memory, operating systems (OS), and ports. Your partner should also offer custom OS imaging and pre-load your preferred software into each unit. That way, your IT team won't need to install software and can roll out your Intel® NUCs quickly and efficiently.

You should also have the flexibility to customize your Intel® NUCs to meet your performance requirements. Your systems should allow you to complete day-to-day office functions and perform tasks requiring lots of compute power, such as video editing or coding.

2. Sustainable products

With so much greenwashing, it's hard to find truly eco-friendly technology. Here are things to look for to ensure you purchase the most sustainable mini PCs for your business:
o   Recyclable packaging
o   A take-back program that keeps old PCs out of landfills
o   The use of recycled components
o   Energy Star and EPEAT certification
o   Systems that will last for at least seven years

3. Only the best components for a high-performance experience

Many PC vendors use cheap parts to cut costs. While this may save you some money upfront, it will decrease your units' lifespans and cost more in repairs or replacements over time. Look for a vendor that offers the following:
o   The latest BIOS and drivers
o   RAM and SSD modules from top-tier bands
o   Thoroughly tested systems

4. A one-stop shop

Look for a vendor that not only sells Intel® NUCs but also provides related accessories, solutions, and consulting. Getting everything you need, completely customized to your needs, will save you time when rolling out new computers. It also makes it easier for you to add new systems in the future.

5. High-touch sales and technical support

Choose a vendor that provides technical assistance at no extra cost for the first year after purchase, with an option to purchase extended support. Their technical support staff should deeply understand your products so they can help you roll out systems and troubleshoot issues quickly. Your vendor should also offer global support with live experts via phone, email, and chat.

6. An extended warranty

Your NUC partner should protect your purchases with a three-year warranty. If you need to return a computer, you'll want to do so without impacting your operations. Look for a vendor that will ship you a replacement before you send the broken item back. That way, you won't need to wait weeks for them to process your return before you get a new mini PC.

7. A global footprint to support global companies

When your mini PC vendor has offices worldwide, they can send you systems quickly and provide support in your region. Your vendor should also keep popular models in stock so you can get items within a few business days and avoid manufacturing delays.

Simply NUC: Your Trusted and Sustainable Intel® NUC Partner

Simply NUC is the only company in the world that is 100% focused on mini computers, particularly the Intel® NUC. We understand these systems inside and out and can customize them to your specifications. Our expertise in this space enables us to surpass the competition, as they carry many different types of product lines and don't offer our fully customized Intel® NUC experience.

Sustainability is also one of our core values. We are proud to focus on Intel® NUCs, as they are upgradable, repairable, and recyclable.

Here are just a few of our Intel® NUC offerings that can meet your business, performance, and sustainability needs:

INTEL® NUC 12 PRO (WALL STREET CANYON)

Wall Street Canyon—loaded with hot-off-the-press Intel® 12th Gen Hybrid Architecture CPUs and Iris Xe Graphics—will elevate your business's IT infrastructure. Wall Street Canyon delivers ground-breaking efficiency for your workspace with options such as a tall or slim chassis and Intel® vPro technology.

INTEL® FORT BEACH NUC

Create the exact system that you want with Intel® NUC Elements and Simply NUC. Start by choosing a compute element and processor. Then, select a chassis element of your choice. You can use your completely customized system for anything—from telehealth to conferencing to working from home.

INTEL® NUC 12 PRO X (DRAGON CANYON PRO)

With the power of 12th Gen Intel® Core™ processors and the discrete graphics card of your choice, Dragon Canyon Pro exceeds workstation performance expectations. Packed with the latest technology and components, Dragon Canyon Pro delivers an efficient, secure, and reliable workstation.

Simply NUC:
Next Steps

Switching from traditional, inefficient workstations to mini PCs can help you reduce your carbon footprint without sacrificing performance. The new Intel® NUCs are energy efficient, repairable, and recyclable—while providing the high performance you need for data-intensive workflows.

To get the most value from your mini PCs, you need a partner who will customize your Intel® NUCs to meet your business and sustainability requirements. That's where Simply NUC can help. Contact us now for a free consultation and to request a demo unit.

US: sales@simplynuc.com / 512-766-0401

UK: info@simplynuc.co.uk /+44 2882 839699

EU: sales@simplynuc.eu / +44 2882 839699