



Gray Decision Intelligence AI Impact Statement

At **Gray Decision Intelligence**, our mission has always been to help higher education institutions make better decisions through superior data and advanced technology. As we integrate AI-powered tools like our **College Companions™** and **Economics Agent**, we are applying that same rigorous, data-informed lens to our environmental impact.

We recognize that the "AI Infrastructure Boom" requires significant energy and water. However, modern Decision Intelligence requires AI. To provide sound intelligence and mitigate our environmental impact, we use Google's Gemini infrastructure — the gold standard for sustainable computing.

Why Gray DI Chose a Carbon-Neutral AI Path:

- **Net-Zero Infrastructure:** Our AI models run on Google Cloud, which has been carbon neutral since 2007. This allows Gray DI to deliver high-performance insights without the "eye-watering" carbon costs of unoptimized models.
- **Operational Efficiency:** Just as our software helps universities find "hidden savings" in their academic portfolios, we use Google's custom-built TPUs (Tensor Processing Units) to ensure our AI queries are as energy-efficient as possible.
- **A Commitment to 2030:** We align with partners committed to 24/7 carbon-free energy. By 2030, our goal is for every AI-generated report you receive to be powered by clean energy.

Water Use

A great deal of water is used to cool AI processors. Google uses water efficiently, reduces water-based cooling in drought-prone areas, and uses wastewater when possible. Its per-search water requirements are minimized (about 5 drops), but the volume of searches is huge, so water use remains a concern to Google and Gray DI. This should be addressed over the next few years, as Google plans to be water-positive by 2030.

Innovation Without Compromise

At Gray DI, it is critical to use data to **inform decision-making, not just drive it**. That includes the decision to protect the environment. We are dedicated to providing the academic community with the tools to "proactively construct a resilient and forward-thinking future"—one that is both technologically advanced and environmentally responsible.

Better Decisions. Sustainable Intelligence