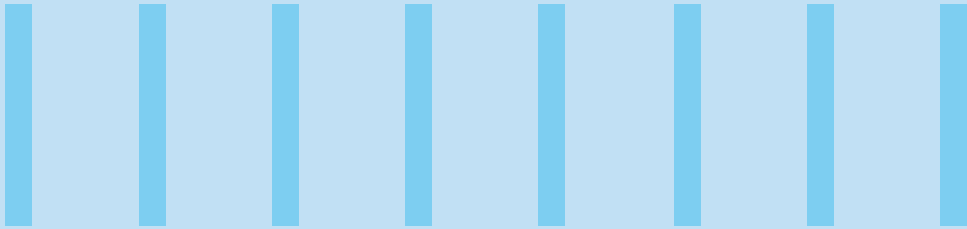




NAVIGATING THE COMPLEX YET NECESSARY SUSTAINABILITY JOURNEY



The sustainability juggernaut

Climate change and global warming are major issues challenging human existence today. Sustainable growth is no longer only in the realm of socially conscious individuals. Stakeholders are increasingly using Environmental, Social, and Governance (ESG) criteria to assess the competitiveness of organizations. After all, companies do influence the environment and society at large. So, it's only fair that they contribute positively to addressing some of the most critical and urgent problems besetting the world today.

While sustainability initiatives in organizations started with altruistic intentions, businesses soon realized that it adds value beyond reputation. How? Because sustainability is all about minimizing waste or seeking more energy-efficient options. Often, this leads to direct savings in operating costs resulting in improved bottom lines. Furthermore, McKinsey's studies show that companies with a high ESG index outperform the market in the medium to long term¹.

As a result, companies diligently seek ways to track and report environmental data. In addition, many countries, including Australia, China, and the UK, have mandated ESG disclosure. Yet, despite the growing attention, it is still challenging for businesses to consider sustainability-related risks in their strategy. The key reasons are the complex nature of this issue and the lack of meaningful data to drive decisions. This sets the stage for technology solutions, including data analytics, to enable better decision-making in this crucial area.

SaaS solutions focusing on sustainability

Newer technologies such as cloud, IoT and artificial intelligence (AI) can reduce the carbon footprint. For example, consider the case of the cloud – a six-month long study conducted by Lawrence Berkeley National Laboratory and Northwestern University discovered that moving software applications used by almost 90 million U.S. workers to the cloud lowered energy usage by a whopping 887%². Enterprise software applications, as a result, can safely harness such technologies to bolster their offerings.

With net zero emissions and carbon neutrality fast becoming a top priority, enterprise software providers have risen to the occasion with their solutions. Climate accountability implies access to good data analysis and reports. Large software companies like Salesforce, Oracle, Microsoft and SAP provide off-the-shelf solutions focusing on carbon tracking and reporting across the three categories of greenhouse gas emissions (Scopes 1, 2 and 3³).

Spotlight on Salesforce Net Zero cloud

Salesforce Net Zero Cloud provides organizations with reliable carbon data by measuring several aspects related to emissions, such as the company's energy use, travel habits and activities. With this

data, companies can now accurately track and report their carbon footprint, set science-based targets for climate action, and use these to reduce forecasting risks to achieve their 'Net Zero' targets.

Sample some of the insights that organizations can get through Net Zero Cloud's dashboard⁴ –

- **Carbon Footprint Forecast:** What-if analysis to monitor progress and alignment to climate action commitments.
- **Science-Based Targets:** A scientific approach to goal setting and tracking progress.
- **Supplier Management:** Monitor Scope 3 emissions across the value chain to reduce emissions across the supply chain.
- **Waste Data Management:** A one-stop shop to track hazardous and non-hazardous waste management data and treatment methods.

Net-Zero Cloud makes it easier than ever to collect and compare important data to support an organization's efforts toward carbon footprint reduction. The latest release of Salesforce NetZero cloud also allows companies to collaborate effectively with their suppliers to collect third-party emissions data to include in Scope 3 accounting.

Salesforce has 'walked the talk' by not only achieving Net Zero across its value chain but

also in changing its mindset about work, from a 'place you go to' to 'something you do.' In addition, they have capitalized on 'slack-first sustainability' to create digital headquarters that enabled asynchronous working when the pandemic hit in 2020.

Infosys is well-positioned to help enterprises steer the sustainability course

Starting its sustainability journey in 2008, Infosys became carbon neutral in 2020, a good 30 years ahead of the Paris Agreement deadline. So, while revenues grew significantly during that period, at the same time, we reduced carbon footprint and greenhouse gas emissions and established a carbon-neutral campus.

Here are some highlights of Infosys' green journey.

- **Operational Efficiency:** 26M sq ft LEED Platinum (Green) buildings, 55% reduction in per capita power use, 64% reduction in water usage while doubling revenues and increasing headcount by 166%
- **Renewables:** 60MW installed solar fields, 50% renewable power in India
- **Community carbon offsets:** Carbon reductions in rural communities, positively impacting 120,000+ families

Stand out achievements



Infosys established a sustainability practice to help organizations with their ESG initiatives, distilling all the valuable learning from this successful journey. This practice offers a comprehensive set of services from consulting, building roadmaps and implementing to meet sustainability goals and is armed with a robust suite of tools, frameworks and accelerators to smoothen the journey.

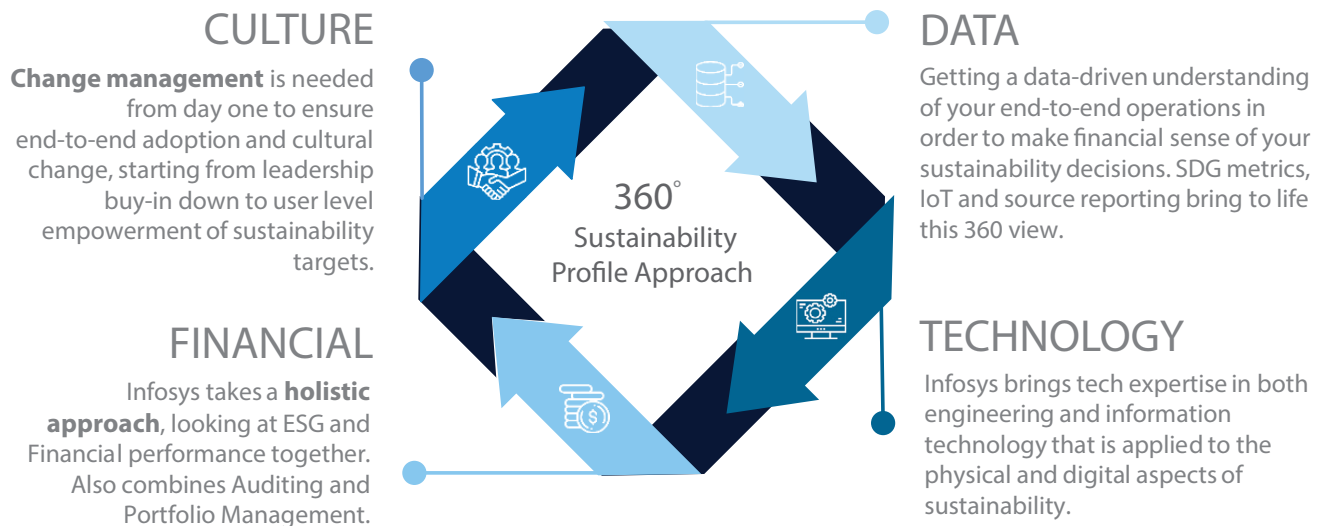


Figure 1 Four pillars of Infosys sustainability practice

“Practical Sustainability’ - Check out the book authored by Infosys sustainability practice leaders, a handy guide to companies looking to make a difference in their smart space or supply chain.”

Expertise in Salesforce Net Zero Cloud

A combination of knowledge garnered from our sustainability journey and understanding and familiarity with Salesforce Net Zero Cloud make Infosys the best choice for enterprises exploring this path. Our team of accredited professionals on Salesforce Net Zero Cloud delivers on sustainability goals by adopting a holistic approach by considering people, process and technology aspects.

This approach led to successfully implementing a Salesforce-based carbon footprint tracking and reporting application for a major energy player in the UK.. Earlier, this activity was tracked using spreadsheets, which is not the optimal way to monitor, report and audit the carbon footprint of projects. In addition, we are engaged with CXOs across diverse industries and regions to guide them on the right strategy and approach in their Net Zero journey.

It’s time to integrate sustainability into your business strategy.

Sustainability is serious business and is set to grow in stature as the world tackles multiple environmental related challenges. Therefore, companies have

no choice but to quickly embark on this journey, especially since it is proven that sustainability is an investment worth making. In fact, a business is less likely to be successful if it has not taken the right steps towards it.

That said, the journey presents its own set of challenges that may stifle progress. However, partnering with an expert in this field, such as Infosys and harnessing a proven solution like Salesforce Net Zero Cloud can help companies find the fastest path to sustainability with what-if analysis, alignment to science-based targets and forecasting. Salesforce Net Zero Cloud delivers tangible gains, while Infosys’ firsthand experience and expertise with the Salesforce portfolio ensure your organization can confidently progress on the sustainability journey

About the Authors



Ashok Reddy Nomula

Senior Industry Principal, Infosys, with 24 years of experience working and managing the delivery of CRM and Billing packages such as Kenan, Oracle and Salesforce for various clients globally.

He is currently based in the US and is responsible for Salesforce Delivery for the North American region. He has played various roles, including Program Manager and Senior Delivery Director and has been key to growing the Salesforce practice at Infosys.



Venkatraman Balakrishnan

Salesforce Solution Architect with over 19 years of experience working on Enterprise CRM platforms, such as Siebel and Salesforce.

He has been a Solution Architect and Functional Consultant for many CRM and digital transformation programs, focusing on the Retail and Consumer Goods industry verticals. In addition, Venkat is the competency development anchor for the B2B Commerce Cloud at Infosys and is an advisor for Salesforce Consumer Good Cloud and Net Zero Cloud offerings.



Ravichand Velpula

Infosys Program Manager with over 19 years of experience in Enterprise SCM & CRM platforms, such as Oracle and Salesforce.

He has played various roles, such as Solution Architect and Functional Consultant for many SCM and digital transformation programs, in the domain of Supply Chain & Industrial Manufacturing. At present, he is responsible for developing Salesforce programs across the Nordics & Benelux regions and Net Zero Cloud offerings competency in Europe.

References

- 1 [Profits with Purpose.ashx \(mckinsey.com\)](#)
- 2 [Cloud Computing: Environmental Impacts and Sustainability \(earth5r.org\)](#)
- 3 <https://www.compareyourfootprint.com/difference-scope-1-2-3-emissions/>
- 4 <https://www.salesforce.com/news/press-releases/2021/09/21/salesforce-achieves-net-zero-across-its-full-value-chain/>

Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 35,000 cloud assets, over 300 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

For more information, contact askus@infosys.com

Infosys[®]
Navigate your next

© 2022 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.