



Some people care about being green, and some people don't. But for companies, it's a big deal. It can affect their reputation, consumer base, and ROI. One way to be green is to focus efforts on lowering carbon emissions and adhering to environmental, social, governance (ESG) principles. This helps companies comply with regulations, meet consumer demand, stay competitive, reduce risks, save costs, and build trust with stakeholders.









At issue – data that doesn't actually help you

It's one thing to say you're a company that promotes sustainability, but you need solid data to prove it.

Your company may have plenty of data, but it could be scattered across various sources, involve manual data entry, and lack real-time reporting capabilities. This hinders your ability to effectively manage, interpret, and report this data, slowing down decision-making for sustainability goals.

The goal would be to adopt a more modern data approach by creating one centralized dashboard, providing visibility and actionable insights. This empowers informed decision-making for ESG initiatives. The difference between regular data methods and modernized data methods lies in the approach and tools used for collecting, managing, and interpreting data.

Here are some features of these modernized approaches:

-  **Automation of data collection processes for efficiency.**
-  **Integrated platforms and centralized databases for comprehensive data storage.**
-  **Reduced errors with automated data handling.**
-  **Cloud-based accessibility, enabling remote collaboration.**
-  **Dynamic reporting and visualization tools for real-time insights.**
-  **Integration of advanced analytics and AI for predictive and sophisticated data interpretation.**
-  **Scalable solutions capable of handling evolving data needs.**
-  **Enhanced security measures to ensure data integrity and confidentiality.**

***This type of approach would enhance sustainability efforts,
enabling businesses to make informed decisions for measurable ESG impact.***

Let's apply this to a real scenario

A prominent automobile manufacturer needed a clear way to accurately measure and reduce carbon emissions. This would enable informed decision-making and accurate reporting to stakeholders. The goal is to demonstrate their commitment to ESG and sustainability and achieve carbon neutrality by 2050.

They had accumulated extensive data related to carbon emissions from various sources like cars, manufacturing plants, and more. However, the collection and reporting process of this data was entirely manual, which limited their visibility to pinpoint where the issues are coming from. This hindered their transparency and efficiency especially in communicating sustainability efforts. They need a centralized location to visualize their data.

Prolifics can employ sustainability management software to answer the challenge. It would provide a centralized, automated, and analytics-driven solution that empowers the automobile manufacturer to effectively manage, interpret, and report ESG data.

We would also look at the big picture to determine how to make this solution even better, such as integration with other tools like IoT (Internet of Things) and enterprise asset management (EAM) software. This would help the client manage their assets (EAM), while another system (sustainability software) keeps an eye on the environment and sustainability goals, with the help of real-time data from all their equipment (thanks to IoT).

The Benefits

The client can now address and monitor carbon emissions effectively. They have data in one spot that they can trust and make informed decisions on. They can accurately report to stakeholders, increasing their reputation and commitment to a sustainable future. *Other benefits include:*



Improved data accuracy and reporting.



Improved investor perception and feedback.



Reduced energy consumption across facilities.



Improved brand image and customer loyalty.

***For this client, they don't just have data;
they use the data to make better decisions for a sustainable future.***

**Learn more about
Data at Prolifics.**

Why Prolifics for your data solutions?

With Prolifics as your data and analytics partner, you'll achieve digital disruption by the way you analyze, govern and manage your data. This goes beyond business intelligence. We look at your business holistically and objectively – we begin by talking about your issues, not only the technology.

We focus on business value, data-driven decision-making, collaboration, continuous improvement, and ethical considerations. We provide you with deeper insights that drive innovation and better business outcomes – all designed to keep you ahead of your competition.

