



Drive Net Zero business

With Cognizant and
Salesforce Net Zero Cloud





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The Net Zero challenge



Mandatory reporting requirements in the EU will soon see around 50,000 companies required to disclose their sustainability impact and plans to the public.

Enterprises face a considerable challenge in transitioning to net zero. The road ahead has its obstacles but is also filled with opportunities. To progress, enterprises need accurate and timely data to make informed decisions and take action.

These businesses recognize the importance of sustainability, not just as a matter of responsibility, but also to meet demand from investors, customers, and governments who pay a premium for environmentally responsible companies and products. They also understand how sustainable practices increase efficiency and reduce costs.

CEOs of large organizations see that profit and purpose go hand in hand. Over 3,000 companies have set validated targets to reduce emissions aligned with climate needs, and the role of Chief Sustainability Officer is becoming common at large companies. According to PwC's latest [CSO report](#), an average of 30% of the 1,640 studied companies have a formal CSO role and as many CSOs appointed in the last year as in the prior eight years combined.

These CSOs have joined to make an impact and drive change. However, the fast-developing reporting requirements are challenging the capacity of these sustainability team. The task of collecting and analyzing emissions data is often done manually and can be a lengthy process with little to no value for decision-making purposes.

The linear flow of data upwards from individual business units can lack transparency and is often of limited value to those that provide it- making it a burdensome task that lacks relevance. This can impact engagement and participation, which are critical to the success of net zero initiatives.

CSOs need solutions that not only make reporting routine, transparent, timely, low-cost and relevant but also enable them to engage and drive action across their organization. Solutions must link sustainability and net zero KPIs to core business and allow CSOs to deliver outcomes that are both sustainable and good for business.

To achieve this, CSOs need solutions that:

- Allow their companies to show credible sustainability performance and to stand out to their customers, investors and value chain partners.
- Examine the relationship between sustainability and core business activity data to help anticipate how future growth will impact climate and other sustainability KPIs.
- Set climate-aligned targets in line with reporting standards and understand the costs and risks of meeting them.
- Evaluate net zero initiatives consistently, identify funding sources and allocate investment capital to the most impactful investments using tools such as Marginal Abatement Cost Curves (MACCs).

- Tackle supply chain emissions and enable collaboration to share risks and opportunities.
- Align net zero goals with digital transformation, allowing net zero to make the most of the efficiency and optimization opportunity.
- Generate in-depth forward-looking scenarios to meet reporting requirements and identify impacts and opportunities, including transition risks.
- Engage people in your organization with relevant and timely sustainability data. Enable them to include this information in their operational decisions and to see the impact of their decisions on sustainability metrics.

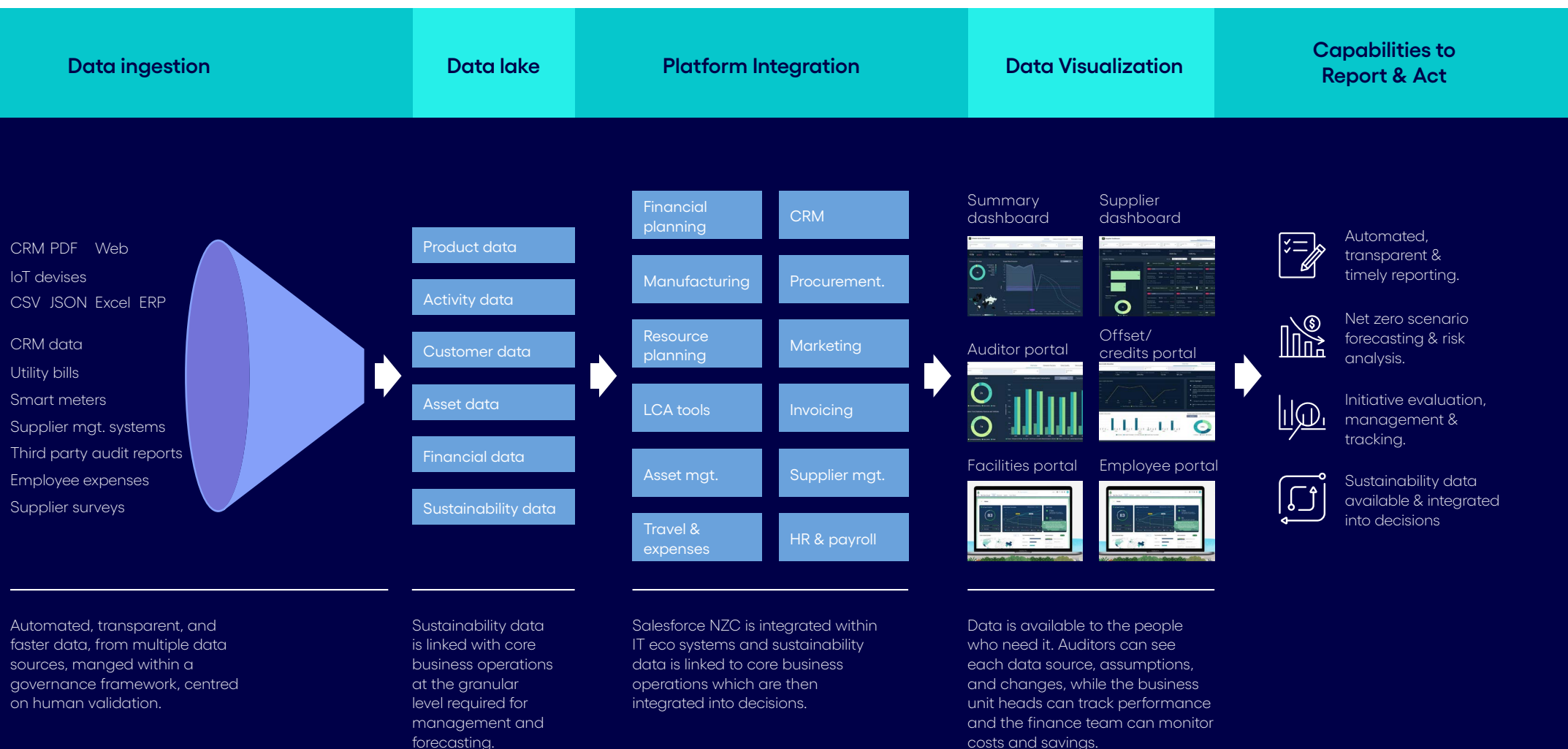
Manual data and calculation processes are no longer sufficient to meet the coming reporting requirements. Nor will they have the capabilities to drive the action required. That's why Cognizant and Salesforce have teamed up to develop a cutting-edge solution that integrates sustainability into everyday business decisions and streamlines reporting. This eBook outlines the specifics of this innovative solution—a market-leading platform Net Zero Cloud from Salesforce, fully integrated within Cognizant's Sustainability Services.



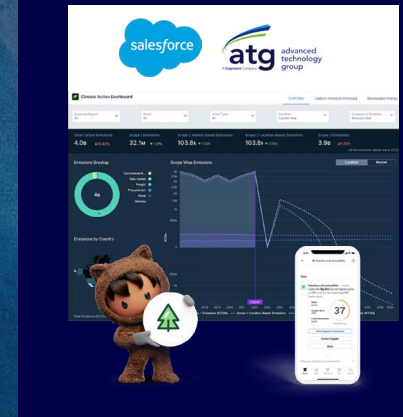
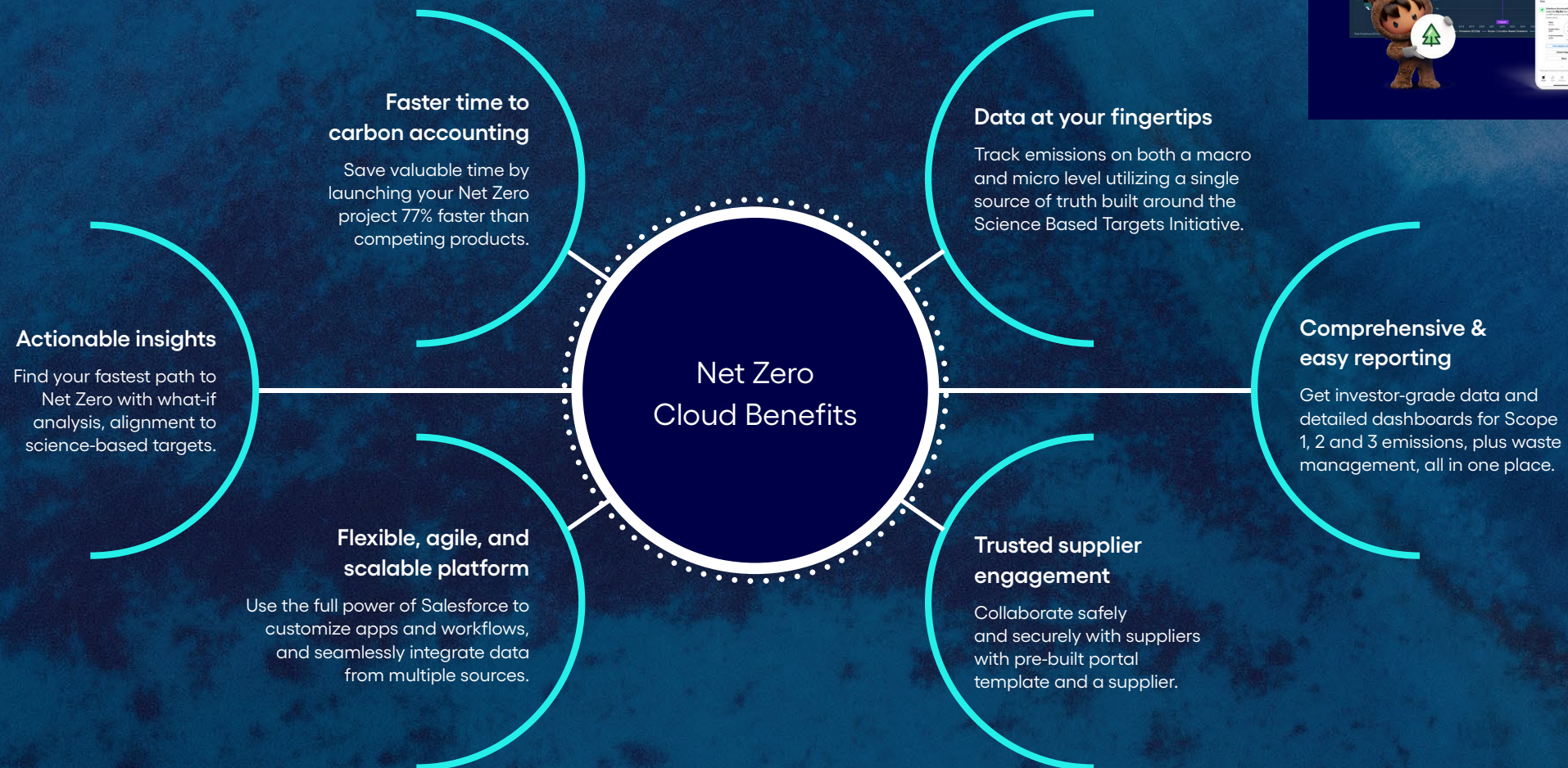


An automated,
transparent &
integrated platform
for action

Cognizant and Salesforce deliver a market leading solution with a winning business case. In this section, we demonstrate how the combination of Cognizant and Salesforce results in a superior platform, a comprehensive and adaptable framework, and a complete range of services that cater to the business challenge. This unique industry-focused offering is augmented by powerful digital tools, providing a differentiated and effective solution.



Net Zero Cloud Benefits



Net Zero Cloud Features

01

Science based targets

02

Emissions forecasting

03

Emission calculation

04

Supplier emissions tracking (scope 3)

05

Direct emissions analysis (scope 1 and scope 2)

06

What if analysis (using tableau)

07

Waste and water management

08

Carbon credit management

09

Supplier collaboration

10

Dashboards- climate action, supplier, audit, carbon credit

Net Zero Cloud



Leading in sustainability management



Forrester's latest [Sustainability Management Software](#) rankings have identified Salesforce as the clear leader in the field while Verdantix ranks them as specialist tending to leader in the Green Quadrant for [Carbon Management Software](#). Salesforce developed its Net Zero Cloud solution in 2017, rebranded as Net Zero Cloud in 2021 with a focus on tracking its own Carbon Emission Accounting, and it has proven effective in a multi-billion-dollar global company. The solution has become the standard for many enterprise clients' customer relationship management needs, and their commitment to evolving standards in sustainability is widely recognized.

Engineering modern business

Cognizant is uniquely positioned to help clients implement Salesforce's Net Zero Cloud solution at scale, thanks to our award-winning expertise in data, IoT capabilities, and data automation technologies. With more than 10,000 associates delivering Salesforce solutions every day, Cognizant is one of the largest and most innovative Salesforce Implementation practices in the world.

Efforts towards net zero and sustainability go beyond technology; they require an understanding of the specific challenges and needs of each client. At Cognizant, our Sustainability Practice plays a pivotal role in the development of Salesforce Net Zero Cloud. Our global team of sustainability and digital technology experts works to channel the expertise and capabilities of our ~350,000 associates towards addressing the most pressing sustainability challenges faced by our clients. The team provides advisory and consulting services to clients, helping them to optimize the impact of their investment in the NZC platform and identify and implement digital solutions that improve sustainability insight and performance.

In addition, the Cognizant Global Delivery team has deep industry focus and expertise across 18 distinct verticals in every major geographic region. Their unique IP and accelerators, including the Atlas Delivery Framework® and FuseKit® productivity tool, further facilitate the implementation of NZC at scale in every vertical and geography.





Our Full Net Zero offering

We provide flexible delivery options for a comprehensive net zero service. We offer a platform implementation that is embedded in our Sustainability Advisory & Solutions.

Advisory council

We advise on sustainability and digital tools, covering discovery, implementation, and long-term planning. We help you maximize your sustainability data, co-design customized strategies, and evaluate the business case for necessary technology implementations.

Sustainability solutions

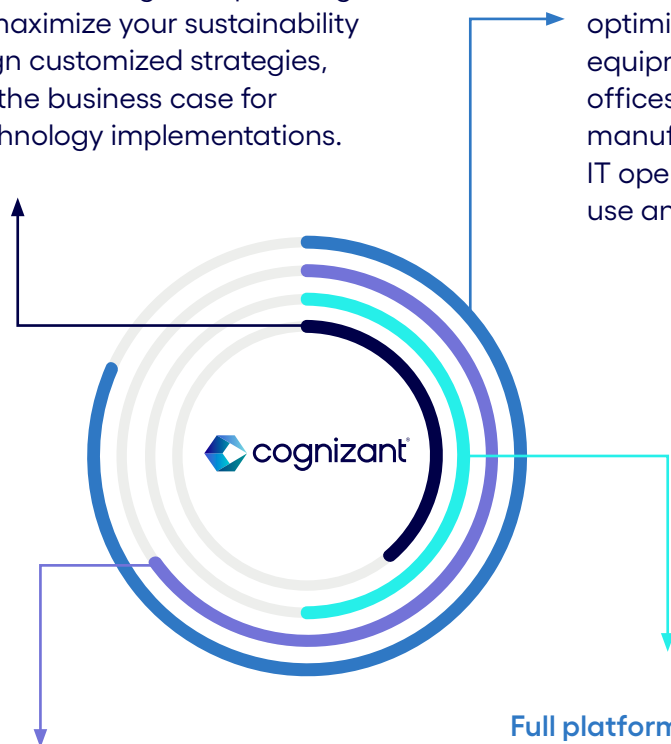
Implement digital solutions across business units to optimise product design, equipment operation, offices & warehouses, manufacturing, logistics, IT operations, energy use and more.

Platform foundations

Carry out a foundational implementation to test platform, understand capabilities and design roadmap for future enhancements.

Full platform implementation

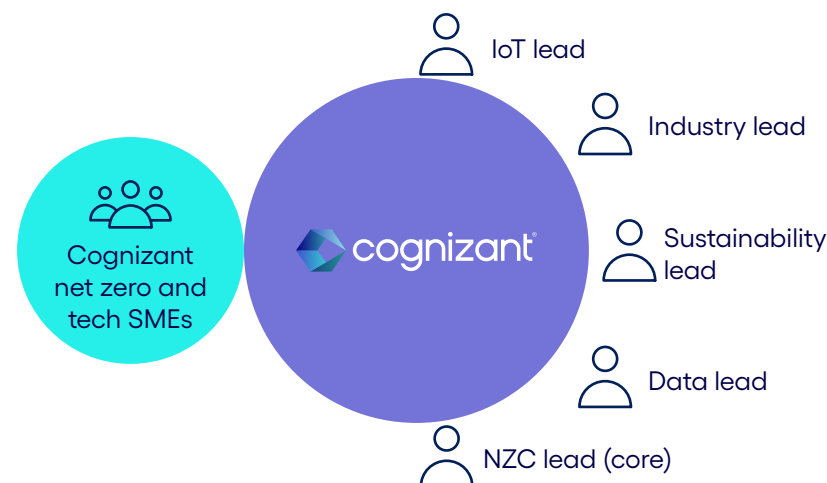
Fully integrated implementation of NZC platform, including customizations, integrations user onboarding and supporting data and sensor strategies.



Advisory council

We specialize in crafting custom digital plans for data driven sustainability strategies. Our modular approach allows us to create tailored teams with a broad range of skills for every stage of your digital sustainability journey. Our team of technology and sustainability professionals can provide net-zero and sustainability strategies, that meet your specific needs. We offer a range of services, from minimalist platform implementations to comprehensive sustainability plans, and can provide the necessary technological expertise such as blueprints and data and sensor strategies to support your goals. All of this is laid out in a roadmap, backed by detailed business case analysis. Our core team for platform implementation provides a solid foundation for all our projects, and we'll support you every step of the way, no matter the size or complexity of your digital goals.

Bespoke advisory council



Sustainability landscape:

Develop sustainability strategies and translate these into functional technology requirements. Understand data collection and methodology needs. Identify and develop sustainability initiatives, organizational change strategies and supply chain collaboration opportunities.

Data strategy:

Boost sustainability data speed and auditability. Link with financial, asset, and supplier records for informed decision making.

NZC custom design:

Identify, cost and plan customization and integration requirements to maximize the capability benefits of Salesforce's market-leading solution within your IT eco system.

Digital technology blueprints:

Identify and cost the digital technologies that improve efficiency and reduce resource use across your organization.

Plan and business case:

See the timelines, and evaluate the investments, paybacks and decarbonization impacts of the sustainability transformation plan.

Platform foundations

This solution involves a 4–6-week baseline implementation. This initial phase will inform a design roadmap for future enhancements to the platform.

To carry out this work, the Platform Foundation's team will be composed of a dedicated Business Analyst, a Sustainability SME, a NZC Implementation Expert and Analytics Developer. This team will calculate the following 3-5 assets belonging to a single legal entity, including up to 3 years of historic data up to 100 energy consumption records: scope 1 emissions (up to two fuel sources) and scope 2 emissions (electricity utility bills).

In addition to this data collection, the team will also generate two analytics dashboards that provide an executive-level view of carbon emissions and data auditing.



Analysis:

Determine client readiness, assess data needs, and confirm scope of prototype

*Done as part of advisory period

Data collection:

Consolidate data from selected sources and ensure any data gaps are addressed.

Data validation:

Verify dataset across select frameworks and build load file templates in preparation for platform creation.

Platform creation & visualization:

Create asset records, energy usage records, and configure selected OOTB analytics dashboards.

Empower future action:

Enable baseline performance optimization insights and future platform development and expansion needs.

Full platform implementation

When deploying an enhanced, integrated sustainability platform we enable action on full supply chain to scale sustainability metric reporting through a team of technology and business domain experts.

To carry out this work, the Full Platform Implementation team will be composed of a NZC Implementation Expert, Project Manager, Business Analyst, Quality Assurer, and Integration Specialist. The engagement will draw on your sustainability advisory council requirements and industry standards to incorporate into your

current business operations these sustainability metrics, such as scopes 1, 2, and 3 emissions; waste and water usage; carbon credits; and DEI metrics.

The teams will also customize platform for specific needs and configure integrations with existing systems. Neuro® and Fusekit® will be used to automate the ingestion, analysis, and input of multiple data sources into NZC dramatically decreasing the implementation time and allowing for a truly scalable solution.

Data collection:

Consolidate data from all in scope sources including meters/sensors, 3rd party data sets & suppliers and ensure any data gaps are addressed.

Data validation:

Verify dataset across custom audit, regulatory, and reporting frameworks and build load file templates in preparation for platform creation.

Platform creation & visualization:

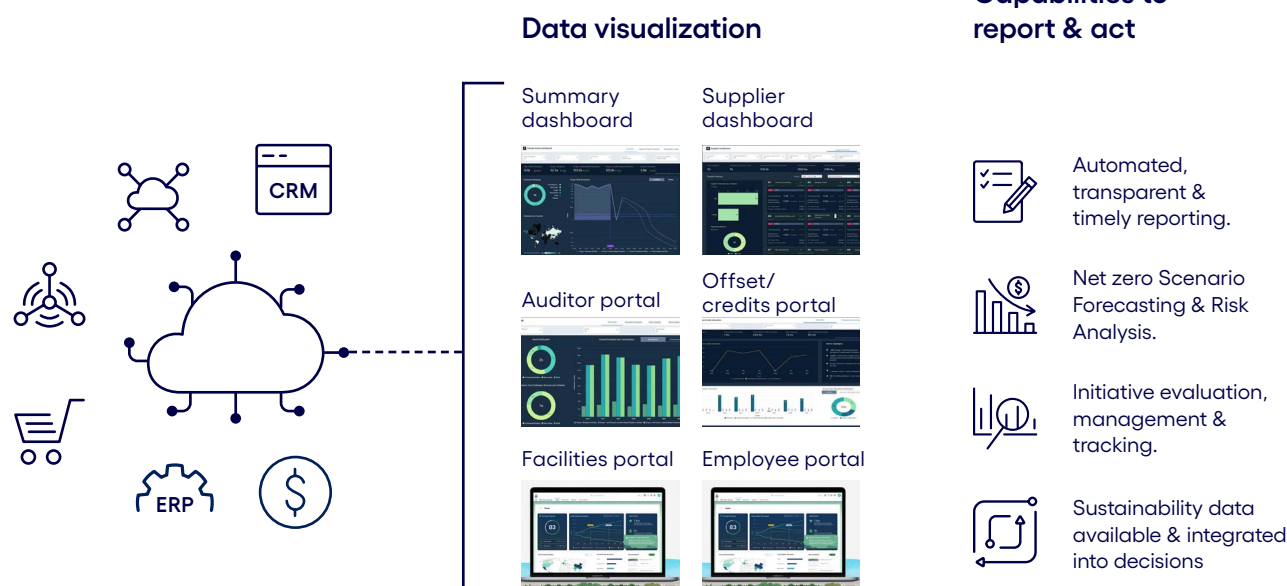
Create records for assets, energy use, waste/ water usage, scope 3 data. Customize platform to specific need and develop integrations. Configure full suite of analytics dashboards to provide deeper insight into total value chain.

Supply chain optimization:

Integrate supplier specific scope 3 data into NZC CRM analytics to enable supply chain performance optimization insights.

Empower future action:

Enable full value chain insights and inform decisions on sustainable solutions to accelerate decarbonization initiatives & target attainment.





Sustainable solutions

We're using the tools of digital transformation to move beyond reporting to deliver impact. Our digital solutions, like IoT optimization AI and automation, can help optimize your operations, reduce waste, and improve your sustainability performance. We help organizations take the next step on the sustainability journey with this portfolio of powerful and affordable digital tools.



Sustainable supply chains & procurement

We co-create Scope 3 solutions and vendor management strategies and implement tools that track supplier alignment with supply chain due-diligence requirements.



Sustainable energy

Optimize existing equipment, renewable energy, and storage through data platforms, IoT optimization, and ML & AI to cut emissions, reduce opex, and avoid capex.



Sustainable manufacturing & operations

Streamline data reporting and incorporate sustainability into operations with our intelligent dashboard and Industry 4.0 solutions that deploy sustainability KPIs in manufacturing.



Sustainable IT

Our market-leading solutions in Application Modernization, Cloud Computing, and Energy Management are supported by sustainability consulting.



Water stewardship

Optimize water consumption, mitigate risk, and build water resiliency with our suite of digital solutions.



Sustainable buildings

A set of frameworks and accelerators that track and reduce energy, water use and waste generation while improving the occupants experience of the space.



Sustainable products and circular economy

Empower your R&D team with circular economy strategies and detailed product footprints by integrating LCA tools and automating calculations. Make green claims with confidence and drive sustainable innovation.



Climate risk and offset solutions

Remote sensing and blockchain solutions that track, verify, and monetize renewable energy output and nature-based offsets & biodiversity value. GIS & data analytics that evaluate climate risks for your assets and supply chains.



Sustainable transport & logistics

A toolbox of digital technologies to optimize fleets, routes and monitor emissions for road, rail, and sea transport.

Case study



Salesforce Net Zero Cloud Implementation adds Data Accuracy & Automation to ATG's ESG Reporting

Advanced Technology Group (ATG), a Cognizant company, is a leader in Quote to Cash solution services to both commercial and large enterprise brands, bringing contemporary, boutique-style consulting to a global marketplace.

The business challenge:

ATG purchased and internally implemented Salesforce Net Zero Cloud to track carbon emissions associated with everyday business operations, as well as master the software with intent of implementing the solution for clients.

ATG had no prior source of truth for its ESG, preventing the team from establishing emission baselines and setting Science Based targets.

Data that contributed to ATG's Scope 1, 2, & 3 emissions was scattered across a variety of locations within ATG's data files.

Tools & solutions:

- ATG implemented Salesforce Net Zero Cloud and Net Zero CRM Analytics utilizing the Atlas Framework®.
- ATG leveraged Fusekit® for Net Zero Cloud to manage record data creation and deployment.
- ATG customized in-app functionality to support bulk-record creation.
- Current solution includes Scope 1 & 2 emissions from company offices,



Industry	Technology
Services	Q2C and CRM Services
HQ	Missoula, MT
Website	atginfo.com

Impact & results:

ATG identified key areas within Net Zero Cloud that it could build or leverage existing accelerators to enhance efficiency of future client implementations, such as Fusekit®, Atlas for Net Zero Cloud, and Cognizant's Neuro®.

Net Zero Cloud gave ATG a clear understanding of its current carbon footprint, allowing them to set emission reductions goals and other sustainability initiatives that are in line with Cognizant's ESG objectives.

ATG consolidated its emission data into a single system and updated businesses processes to funnel data into the Net Zero Cloud as it's received.

“Fusekit® was a must-have for our implementation. It saved us days, if not weeks, on our record and metadata deployments”

Casey Brandon
ATG internal implementation team



The team



Gracie Sanford

Alliances, NA



Debopom Pathak

Chief Architect, India



Rajiv Mukherjee

Sustainability Sales, NA



Henry Pahl

Consulting Manager
Sustainability Services, NA



Bruno Cardoso

Head of Salesforce
Practice, Europe



Jumelia Das Sharma

Delivery Director, India



Andrew Bhosale

Director - Salesforce
Consulting, India



Mohamed Jassat

Senior Director, Salesforce
UK&I and Europe



Dr. Matthew Clancy

Principal Sustainability
Advisor: Net Zero Pathways,
Europe



Martina Dey

Senior Architect, India



Anirban Chakraborty

Sr. Technology
Architect, India



Cody Hays

Programmer
Analyst, NA



Casey Brandon

Associate
Consultant, NA

**To learn more about our
sustainability solutions, visit:**

Cognizant Sustainability Services

Cognizant Sustainability Resilience

Cognizant Salesforce Services



Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@Cognizant](https://twitter.com/Cognizant).

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

280 Bishopsgate
London
EC2M 4RB, England
Tel: +44 (0) 20 7297 7600

India Operations Headquarters

5/535, Okkiam Thoraiappakkam,
Old Mahabalipuram Road,
Chennai 600 096
Tel: 1-800-208-6999
Fax: +91 (0) 44 4209 6060

APAC Headquarters

1 Fusionopolis Link,
Level 5 NEXUS@One-North,
North Tower Singapore 138542
Phone: +65 6812 4000

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