

# GREENBIZ TRELLIS WEBINAR TALK TRACK

## Go Beyond Compliance Reporting to Achieve True Sustainability

*Increased registration by 50% in 24 hours!*

Flow	Expert Panel	Script
Open	Moderator	<p>Just beyond the compliance horizon you'll find an open vista – one that allows ERP data to provide more than just basic reporting. Today, our panel will discuss the shift to one single sustainability operating system, where companies can:</p> <ul style="list-style-type: none"><li>▪ Unleash the full power of their ERP to every area of their business</li><li>▪ Connect carbon accounting to their financials, transforming their entire value chain</li><li>▪ Foster integrated thinking across their organization, inspiring a unified approach to sustainability</li></ul>
Intro	Moderator	<p>Let's start with Amy Cravens. 2024 marked the first-ever IDC MarketScape focused on worldwide carbon accounting and management applications. Can you tell us how the IDC views the vendor landscape and where they predict it will go in terms of market share?</p>
Reply	Amy Cravens Research Manager, Sustainability and ESG Management and Reporting Technologies at IDC MarketScape	[unscripted]
Question	Moderator	<p>How does a single, ERP-centric sustainability operating system change the responsibilities within the corporate structure? i.e. CSO, finance, legal, etc.</p>
Reply	Sammy Lakshmanan Principal, ESG at PwC	<p>Think of carbon accounting the same way you would financial accounting; you set a budget and structure your business around those parameters. Continue to evaluate and make adjustments that address both the company's needs and the environmental impact. Planet &amp; profit. To make profitability sustainable and make sustainability profitable.</p>
Question	Moderator	<p>How will AI impact sustainability data in terms of predictions, carbon budgeting, and allocation?</p>
Answer	Japen Hollist Head of Sustainability North America at SAP	<p>Reducing corporate and product carbon footprints requires using advanced and highly granular carbon calculations at</p>

		<p>scale. An AI-enabled carbon calculator engine can help companies of all sizes optimize their internal operations and supply chains with continuous resource monitoring that finds and eliminates inefficiencies and manages energy loads between sources. Predictive emissions can be made using analytics and historical data. Operational changes and their impact can be evaluated by running simulations in real time.</p> <p>There are also the additional AI benefits when it comes to reporting compliance – specifically, the ability to ensure emissions data and calculations are standardized across regulatory frameworks and meet industry requirements.</p>
Question	Moderator	What does “unleashing the full power of ERP really mean?
Reply	Sammy Lakshmanan Principal, ESG at PwC	With the ability to embed sustainability into the value chain, with real time data that helps you manage your business more effectively and precisely and allows you to make impactful adjustments along the way.
Question	Moderator	Can you tell us what “premiumization” is and how it will impact businesses?
Reply	Japen Hollist Head of Sustainability North America at SAP	Premiumization is where sustainability becomes the prime consideration in business use cases. Just reporting on sustainability is considered the myopic approach. Whereas those who see its future business suite potential will move faster than their competitors. [Stories: Chattahoochee River cleaning/building houses with Habitat for Humanity/solar panel installation/etc.] All of these changes enhance brand image and sync with social and environmental data.
Question	Moderator	This year, the MarketScape report evaluated vendors based on their capabilities and strategies to meet future customer needs, focusing on innovation, customer satisfaction, and the ability to support organizations in their decarbonization efforts. Do you think the criteria will change and what additional criteria will be considered going forward?
Reply	Amy Cravens Research Manager, Sustainability and ESG Management and Reporting Technologies at IDC MarketScape	[unscripted]
Question	Moderator	Tell us about the internal responsibility changes you’re seeing now in terms of sustainability.
Reply	Sammy Lakshmanan Principal, ESG at PwC	The changes are best described as a “persona-based view” where sustainability is operationalized, increasing user access. Previously, CSOs, CFOs, and COOs were carrying the bulk of the sustainability obligation, now it’s extending to the frontline folks – manufacturing, operations, supply chain

		<p>– to interact with and understand the sustainability impact in their particular areas. These new players are realizing the inherent value available to them. The same carbon data needed for scope 3 reporting is the same data needed to design a better product or market to a different customer.</p> <p>It's like sharing the same battery for different appliances. I can use the battery in my chainsaw, fan, vacuum, whatever. Essentially, all of your tools can run on the same battery – in this analogy, the battery is the data sitting in the ERP.</p> <p>And the benefits don't stop there. Consider the governance, lineage, traceability, and scalability that you now have.</p>
Question	Moderator	Can you talk a bit about how a green ledger works? Specifically, the benefits it would bring to an organization.
Reply	Japen Hollist Head of Sustainability North America at SAP	<p>SAP found a way to provide carbon information on the same granular level as financial information by increasing the transactional connectivity. We also leveraged established auditing procedures when accounting for carbon. By mirroring carbon accounting to financial accounting, companies will save money, ensure transformation speed and scale of their entire value chain. No business becomes sustainable until their business processes become sustainable.</p> <p>We can take emissions data you reported on and calculated for each one of the items and components in your product bill of materials (BoM), and push that back into a material master which can now be used by procurement, for sourcing, or for integrated business planning. Emissions can become a working criteria in business.</p>
Question	Moderator	In the IDC MarketScape report, you're quoted as saying, "In an era of escalating environmental scrutiny, mastering carbon accounting is not just compliance, but a strategic imperative for future-proofing businesses." Using your analyst eye, what do you foresee as the most important "future-proofing" factor?
Reply	Amy Cravens Research Manager, Sustainability and ESG Management and Reporting Technologies at IDC MarketScape	[unscripted]
Close	Moderator	Thanks to all those eco-conscious listeners and companies who are proactively participating in sustainability activities, driving a greener future for us all.

