Carbon Credit Corporation: Measuring Sustainability with SAP® Software

Sustainability practices are essential for a company to **reduce its carbon footprint,** but guidelines are often based on assumptions rather than measurable data. Carbon Credit Corporation (CCC) recognized this and developed integrated solutions using SAP® Crystal Dashboard Design and SAP BusinessObjects™ Dashboards software.

Executive overview

Company
Carbon Credit Corporation

Headquarters
Vancouver, British Columbia

Industry
Sustainability – carbon offset technology solutions and consulting services

Products and Services
Carbon credit management in a software-as-a-service model

Employees
7

Web Site
http://carboncreditcorp.ca

The partner's top objectives
- Help organizations achieve their environmental sustainability goals
- Offer integrated solutions for organizations wanting to measure, manage, monetize, or reduce their carbon or ecological footprint
- Support "triple-bottom-line" sustainability principles (financial, social, and environmental)

Why partner with SAP
- Lack of specific reporting tools in the company's existing solutions required to meet the needs of a new customer
- A powerful and cost-effective solution that immediately complemented the company's software
- Ability to display information in a compelling, attractive, and easily digestible format

Key benefits
- Short development cycle with very little training required
- Ability to maintain product integrity while benefiting from the output of the SAP® solution
- A dashboard solution with strong potential for other customers and markets

"SAP dashboard software was hands down the most powerful and cost-effective solution."

Joerg Germann, Senior VP, Technology and Development, Carbon Credit Corporation

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A carbon-neutral company enables others to be "carbon smart"

Carbon Credit Corporation (CCC) is a carbon offset and ecosystem services company providing comprehensive technology solutions and consulting services. The company helps organizations achieve their environmental sustainability goals through its Carbon Smart™ program. As part of this program, CCC offers integrated solutions for organizations wanting to measure, manage, monetize, or reduce their carbon or ecological footprint. CCC uses its integrated solutions to quantify and manage large amounts of greenhouse gas emission reductions from agricultural or forestry-based activities for offset use by midsize and large private and public organizations. The users of these offsets include oil and gas, construction, and large multinationals, as well as food and beverage companies that have extensive supply and distribution chains.

Founded in 2005, and now with seven dedicated employees, CCC has helped more than 1,000 farmers and nature conservancies implement and monetize sustainable land management practices. The majority of CCC's customers are in North America, Europe, and Australia.

>1,000
Farmers and nature conservancies helped

The founders of CCC believe that sustainable practices shouldn't have to cost companies money. In fact, with each new project, CCC proves to business owners that reducing their carbon footprint can actually save money while helping the environment.

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SAP software: the most powerful and cost-effective solution

CCC stakeholders had the expertise to develop the appropriate software for carbon management. But when they landed a food and beverage provider with more than 700 restaurants across Canada, they needed specific reporting tools their existing solutions did not provide.

"It's a decision-support tool that enables operators to immediately understand the impact of their practices," explains Joerg Germann, CCC's senior VP of technology and development. "For the first time we had to shift from the model of measure, calculate, and output, to displaying the information for the operator in a compelling, attractive, and easily digestible format." That created a hurdle for CCC. "My challenge was to either develop our own solution or get help from a third-party provider," Germann says.

When CCC stakeholders decided they needed a third-party open-source solution to enhance their application, they considered three high-profile options from Google, Microsoft, and SAP. Germann outlines their decision-making process: "We did the usual engineering trade-off analysis to develop a business case to determine which would be the best for us." As a result, CCC embedded SAP® Crystal Dashboard Design and SAP BusinessObjects™ Dashboards software in its targeted food and beverage solution.

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Reporting on sustainable product lifecycles

CCC, in collaboration with business partners and expert consultants, has always focused on gathering emission reduction calculations throughout the customer's product lifecycle, using proprietary business-process automation software with limited reporting functionality. Now CCC customers can view and produce reports that reflect every aspect of the product lifecycle anywhere, at any time. "We're offering the solution in a software-as-a-service model, so it's cloud based. All the customer needs is a browser," says Germann.

The restaurant chain uses CCC's sustainability dashboard to measure, calculate, view, and analyze the impact of all its practices, from the beginning of the product lifecycle. This means calculating everything from the carbon impact of the beef in the field to the burger on the plate. The lifecycle analysis addresses questions such as: Is the grass fed to the cattle sustainable? Is the mode of transportation for the cattle the most energy efficient? Are there more environmentally friendly options available through the supply and distribution chain? "We measure all of that," says Germann. "We do a comprehensive lifecycle analysis and display it using SAP dashboard software." This provides stakeholders with detailed information at their fingertips. "With this information, our customers can make intelligent decisions when negotiating with suppliers – not just about the cost of delivery but also about the sustainability of their operations."

> "It's software to invoke behavior changes to create more sustainable operations."
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> Joerg Germann, Senior VP, Technology and Development, Carbon Credit Corporation

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Multiple benefits to being an SAP OEM partner

With CCC's solution incorporating SAP dashboard software, CCC customers can quickly and easily make intelligent decisions resulting in cost-saving measures, time-saving outcomes, and carbon-reducing business practices.

This is creating significant market opportunities for CCC. Germann says most of CCC's customers are not currently legislated to manage this kind of information, but many companies are starting to gravitate toward measurement tools like this. "They have no obligation to be carbon neutral. Their interest is more in optimizing their operating practices to lower their carbon footprint or lifecycle carbon infliction, and become more sustainable."

For CCC, the SAP dashboard software was a quick and easy solution that immediately complemented the company's existing application, says Germann. "With very little training time, my developer found very good traction with the help of menus and online resources." He adds, "By embedding the SAP software within our own solution, we are maintaining our product integrity and benefiting from the output that the SAP dashboard solution gives us."

There are additional financial benefits as well. "I came in well under my budget," says Germann, "and the ability with SAP dashboard software to shorten my development cycle was tremendous." All of these factors align with CCC's corporate vision of "triple-bottom-line" sustainability principles (financial, social, and environmental).

"We were able to generate amazingly powerful dashboards."

Joerg Germann, Senior VP, Technology and Development, Carbon Credit Corporation

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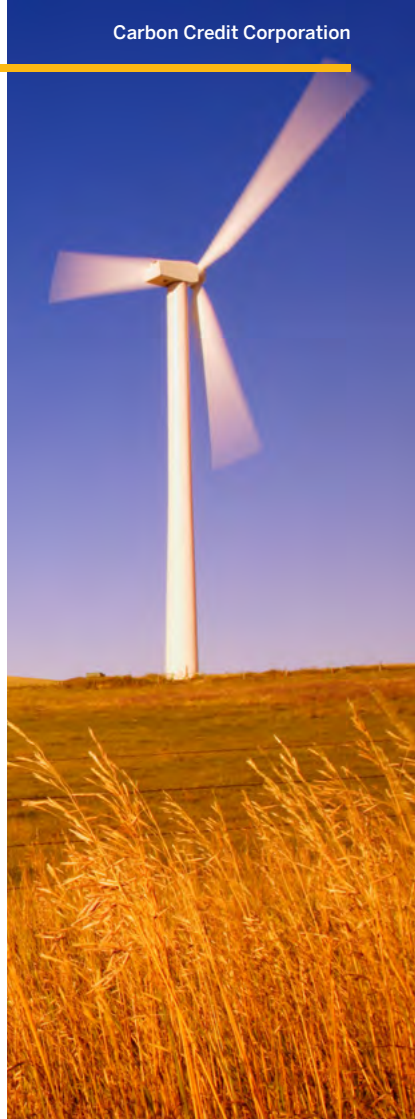
Sustainable future for CCC and SAP

The success of its dashboard solutions has CCC optimistic about future projects with SAP. Germann says, "Because of the success we had with the dashboard functionality in our food and beverage application, we will now also include this in our solutions for agriculture and forestry." The success of the OEM partnership is not strictly limited to the software; he considers the entire working relationship a success. "It's been an extremely pleasant and successful relationship with SAP."

SAP inside sales executive Eric Ocampo agrees that the relationship with CCC is a great example of SAP's successful OEM partnerships with all types of businesses. "CCC's core business is sustainability, so they're not your typical software OEM partner," says Ocampo. "It's important to highlight these vital partnerships, to show that you don't have to be one of the huge dot-com companies to be an SAP OEM partner."

"You don't have to be a software company to be an OEM partner. We have tools that fit just about any type of partnership."

Eric Ocampo, Inside Sales Executive, Central Region, SAP



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