

Consumer Goods

Sustainability
Measurement and
Advanced Reporting Tool



an NTT DATA Company



Anticipating **customers needs**
in a **changing** environment

Consumer Goods

Sustainability Measurement and Advanced Reporting Tool

Objective/Challenge

Sustainability is becoming a key factor among shoppers when deciding which consumer brand to buy, according to a new US Nielsen study. Its 2015 Global Corporate Sustainability Report shows brands "with a demonstrated commitment to sustainability" saw global sales rise 4% compared to a 1% increase for those without.

Sustainability is big business and FMCG & Retailers are looking to capitalise on this, with Fortune 500 companies spending \$15 billion dollars a year on Corporate Social Responsibility or Corporate Sustainability programmes*. In the UK large companies spend an average of 0.8% of pre-tax profits on such activities**.

One of the key challenges for companies is to prove that their claims of their products being sustainable are true. Previously brands met sustainable product criteria simply by making a product and/or its packaging recyclable. This was largely unsuccessful as it placed the burden of sustainability with the consumer and not the manufacturer.

In order to claim and use sustainability statistics FMCG companies must now demonstrate a favourable DJSI, share data with CDP and also prove that raw ingredients, suppliers, sustainability projects, distributors, etc. are also ethically sound. The challenge is how to prove this, and how can FMCG companies gather the right data and right quantities of data in order to make such sustainability claims incontestable? How can they ensure the quality of the data is high, auditable and unpolluted?

Using their industry expertise everis have developed SMART. SMART addresses all the challenges above incorporating a simple UI for global use coupled with a powerful in-memory database providing feedback in near real-time. SMART captures, cleans, processes and presents all your sustainability initiative data, giving you the insights and clarity to drive a better future for us all.

• Financial Times online - <https://www.ft.com/content/95239a6e-4fe0-11e4-a0a4-00144feab7de>

** Mallen Baker, Writer, commentator on CSR for 20 years, experience with numerous corporations - Written Apr 5, 2016

Consumer Goods

Sustainability Measurement and Advanced Reporting Tool

SMART counts on the following main modules:

Measurement Tool

1

Data capture at a granular level, record information on subjects, including name, age, etc. for profiling for other subsequent programmers.

BPM

3

In-built BPM module that ensures actions are completed on time and with the appropriate level of authorization.

Reporting

5

In-built modules as well as API for seamless integration with a reporting partner of your choice.

Reporting Tool

2

Data capture at a programme level. Record broader information on entire programmes and use this data to explore effects in other modules.

Footprint Tool

4

Calculates the environmental impact of programmes & products and how this effects the overall Sustainability targets.

Consumer Goods

Sustainability Measurement and Advanced Reporting Tool

The Technical design of SMART

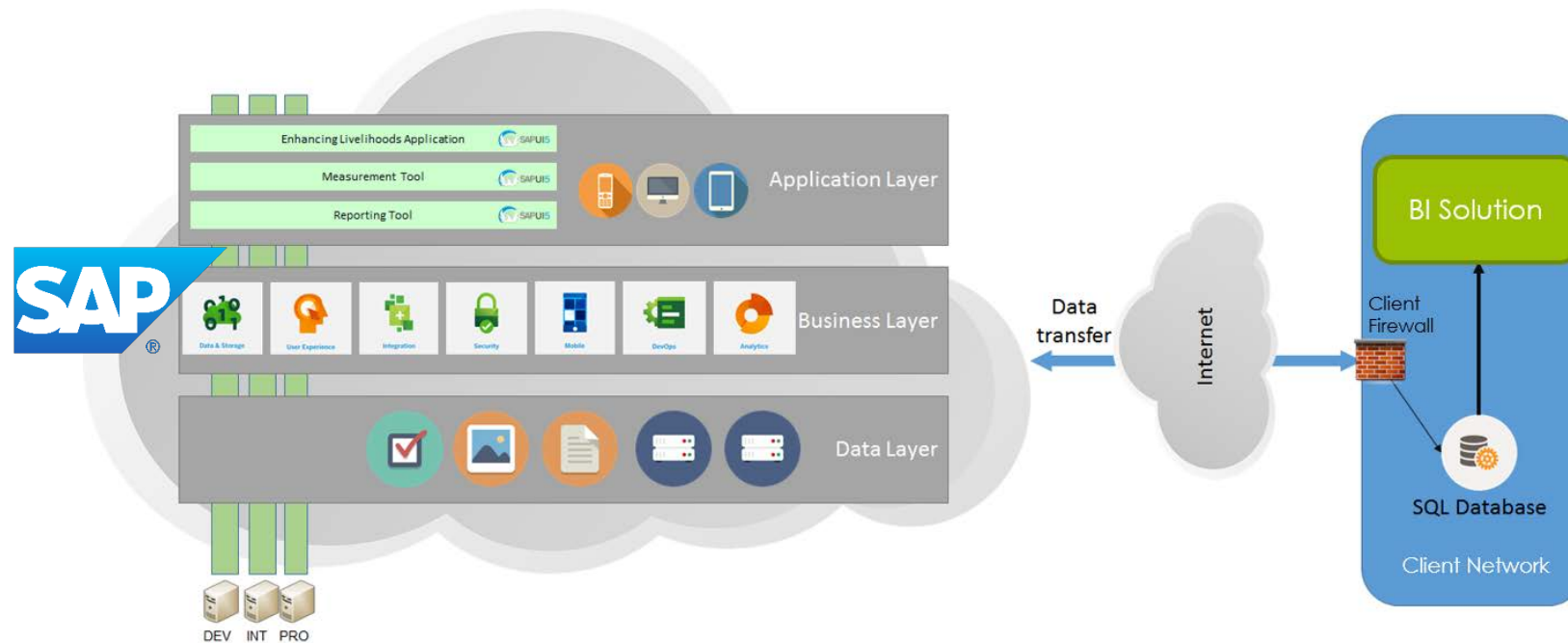


an NTT DATA Company

Smart is a **modular** based solution that is **customizable** for your specific business requirements.

Smart harnesses **cloud** technology as well as advanced integration solutions that bring flexibility and advanced security.

Smart is device agnostic and works both off-line and on-line giving you complete freedom to explore and capture data whenever and wherever your business needs to.



Consumer Goods

Sustainability Measurement and Advanced Reporting Tool

Benefits (qualitative)

- On and Off-line capabilities.
- Reduces effort and increases speed to deliver reporting.
- All actions and processes are traceable, providing automatic proof to agencies such as CDP and DJSI, greatly reducing time spent manually gathering such information and improving the robustness of data.
- Automatic data quality checks reduce the time the business have to manually check the data.
- Enforced mandated processes, making sure the client is compliant with auditing requirements.
- All relevant information is available in a centralized location, eliminating time spent searching for data from other areas of the business.

Why Everis?

- An existing customizable asset, increasing speed to go-live and reducing setup cost.
- **everis** ELMA (Current branding) has won the SAP Innovation Quality Award 2016.
- Currently live with solution in over 25 countries.
- Experience across all disciplines required for success (business consulting, FMCG knowledge, Analytics and SAP HANA).

Key Success factors

- Buying from Senior Stakeholders – preferably director level.
- Adopting an Agile development approach.
- Start and agree with an initial PoC.
- Harnessing and adopting the technology to be used.

Appendix



Consumer Goods

Sustainability Measurement and Advanced Reporting Tool

Why SMART? Benchmark against market solutions



an NTT DATA Company

	BPM	Available Off-live	Integration	UI	Data Upload	GPS	Multi- device	Customisable
everis Smart	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ADETIQ	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Akkroo	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Harvest Your Data	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Device Magic	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
GoFormz	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Consumer Goods

Sustainability
Measurement and
Advanced Reporting Tool



an NTT DATA Company