Case Study: Salesforce Net Zero Cloud Implementation for Broadcasting Company

Business Challenges

The client's business faced the below key challenges while tracking carbon emissions data across different regions.

- Determining various sources of emissions like buildings and vehicles
- It was challenging to understand the mandatory fields while importing the data so that a carbon footprint gets created automatically
- Understanding how calculations are happening for various gases based on different fuel types
- Understanding and reading the out-of-box dashboards
- There weren't any standard reports for Net Zero objects, so created a few reports for energy uses and carbon
- footprint details
- Need to schedule the Dashboards sync to reflect the newly imported data in Dashboards

Business Requirements

The client was tracking carbon emissions in an Excel spreadsheet across different regions, which was tedious and lacked actionable insights. They needed a cloud-based sustainability solution and implementation expert. Jade proposed Salesforce Net Zero Cloud to meet their requirements.

- The client wanted to measure, track, and analyze all the carbon emission data in one place to form a Uniform Source of Truth for ESG reporting
- They not only wanted to Shift from traditional spreadsheet-based carbon accounting to modern software tools but also to reduce costs and bring efficiency and automation to sustainability data management
- They also wanted to track fuel and electricity consumption data for 70 Vehicles, 42 Commercial Building Spaces, 7 Data Centers, and 524 Repeaters and understand

Scope 1 (Direct Emissions) and Scope 2 (Indirect Emissions), for which Pandora is accountable

Know how Jade developed a carbon emission tracking system with Salesforce Net Zero Cloud to measure, track, and analyze the carbon emission data in one place. Download the [Salesforce Net Zero Cloud Implementation Case Study](#) to know about business benefits.