



**//ADA STRA**

# **ESG-as-a-Journey with Microsoft Sustainability Manager**

Approach and Methodology

Adastra

**MICROSOFT  
AZURE MARKETPLACE**





//A

## About Adastra

//A

# Adastra Group: Worldwide Presence

20 +  
Years on the market

600 +  
Delivered projects

2100 +  
Professionals

50 +  
Countries

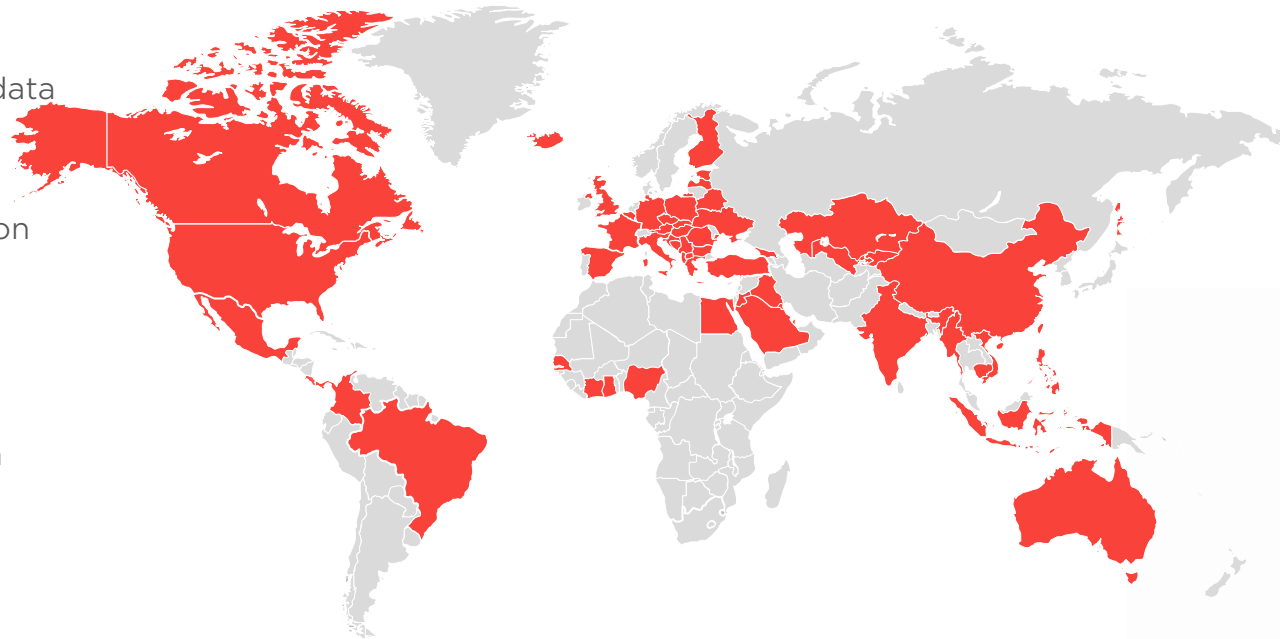
16  
Offices globally

**ADASTRA**

- Data management
- AI, advanced analytics, data science
- Data governance
- Cloud architecture
- Application modernization
- Managed services

**ABC** ADASTRA  
BUSINESS  
CONSULTING

- Digitalization
- Business process design
- Credit risk management
- Sales, CRM & marketing



**BLINDSPOT.AI**

- Machine learning
- AI solutions
- Business process automation

**ADASTRA·ONE**

- Mobile apps development

**pro  
boston**

- Creative agency
- Branding
- Advertising, digital marketing

# Why is Adastra the No. 1 Data and AI Microsoft Partner?

Achieving Azure success globally, Adastra leads in Data and AI with robust ESG competency



**#1**  
**Data and AI**  
**Microsoft Partner**

## Microsoft Impact Awards Won:

AI  
Analytics  
Data Platform Modernization  
Financial Services  
Manufacturing  
Commercial

## Microsoft Impact Awards Runner-Up:

Partner of the Year  
Global Analytics  
Global Power BI  
Migration  
Customer Journey

Microsoft  
Solutions Partner  
Infrastructure  
Azure

Specialist  
Windows Server and SQL Server  
Migration

Microsoft  
Solutions Partner  
Data & AI  
Azure

Specialist  
Windows Server and SQL Server  
Migration  
Analytics

Microsoft  
Solutions Partner  
Business Applications

Specialist  
Low Code Application  
Development

Microsoft  
Solutions Partner  
Digital & App Innovation  
Azure

Specialist  
Low Code Application  
Development



**Global**  
**Expertise**

## 2100+ Global Experts

With over 500 Azure and Power Platform specialists, Adastra is ready to scale with bestshoring delivery centres available globally



**Integrated**  
**Excellence &**  
**Deep Expertise**

## Full Stack Technical Expertise

MS Fabric, Microsoft Sustainability Manager, Power Platform, Azure AppDev, Azure BizApps, Purview, Azure Infrastructure, Azure AI/ML



**Azure**  
**Triumph**

## Strong Business and Domain Knowledge

ESG Strategy, Materiality, ISO 14064, GHG Protocol, Industry Experts on your side

## Unparalleled Track Record

Successfully driven Azure adoption/ ROI for 200+ organizations supported by Microsoft and Adastra Investments for qualified solutions



//A

## Adastra's Approach: Data-driven ESG

//A

# Typical Clients and their Challenges



**A company or corporation** with complex business processes requiring creation of ESG reports for compliance and regulators



**No ESG Knowledge and Strategy**



**Already completed or completing an ESG report or sustainability report** but it was created manually and required long hours



**Manual Processes, Significant Effort**



Already have or developing an **ESG strategy** that needs to be **supported by continuous data collection**, measurement and visualization



**No Unified Data and Data Management**



**Needs to have data available**, historical and forecasts, so that the company can take qualified decisions to implement its business strategy



**No Historical Insights or Future Vision**

# Adastra's E<sup>4</sup> Methodology to ESG-as-a-Journey

## EXAMINE

### Reimagine Your ESG Strategy

- Discovery Activities
- Materiality Assessment
- Gap Analysis
- ESG Workshops
- ESG Integration into Decision-making Process

1

## ESTABLISH

### Establish Data Practice and Calculate Impact

- Automated Data Collection
- Centralized Data Hub
- Data Quality, Data Lineage, Data Governance
- KPIs and Emissions Calculation

2

## EVALUATE

### Evaluate and Visualize ESG Progress and Results

- Reporting Alignment
- Real-time Visualizations
- Performance Tracking
- Actionable Insights
- Efficient Stakeholder Communication

3

## EXCEED

### Accelerate ESG Journey and be Future-ready

- Innovations & Optimization
- Target Setting & Roadmap
- Digitalization of Business Processes
- ESG Integration into Business Model

4

# How MSM Supports Adastra's Approach



Microsoft Sustainability Manager

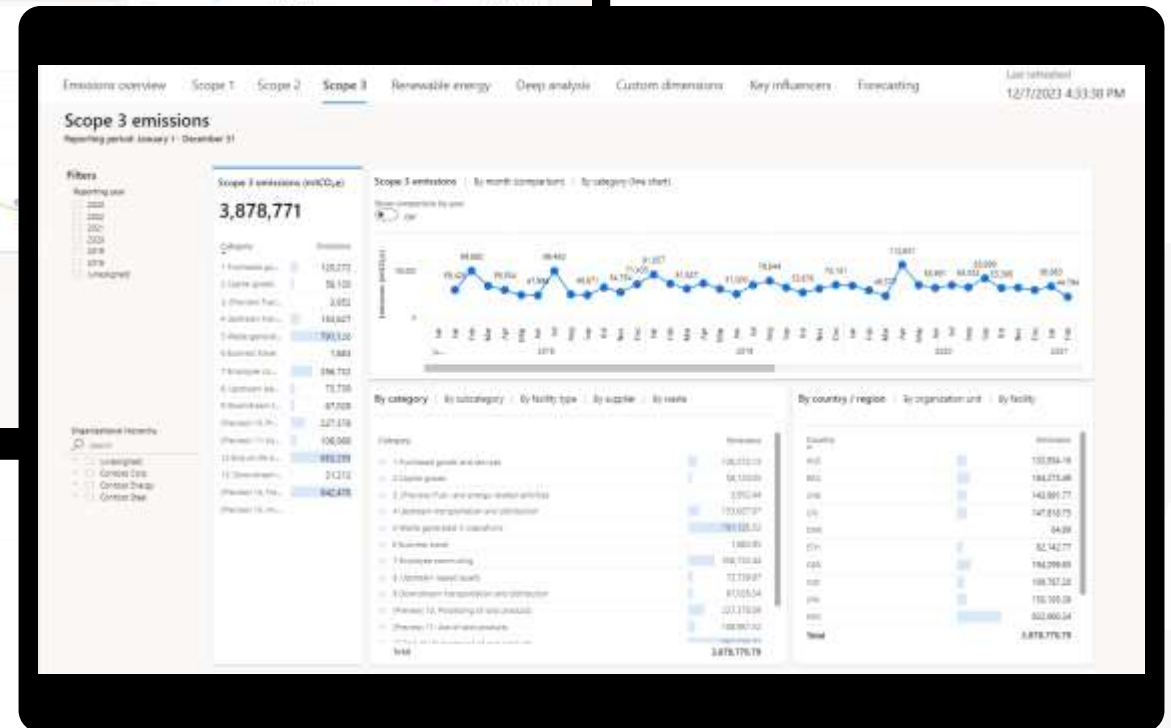
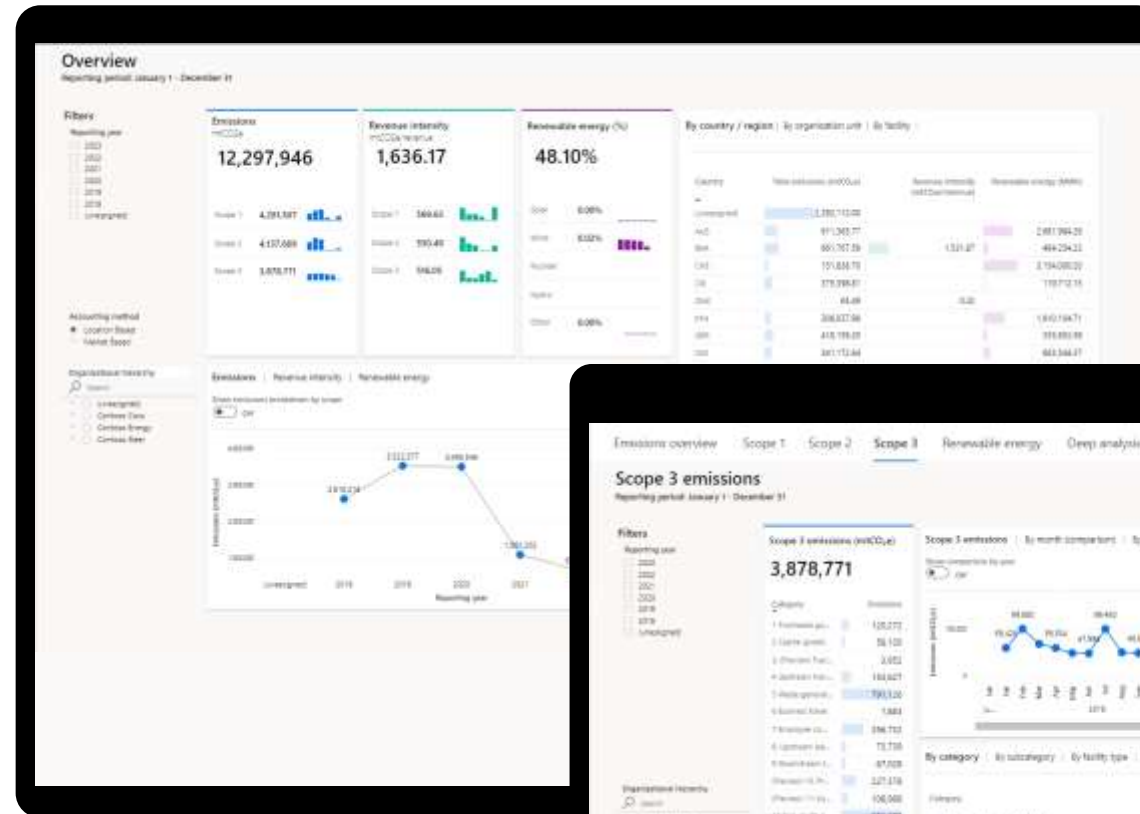


# Microsoft Sustainability Manager Establish

2

Streamline data ingestion and integration, and calculate carbon footprint

- Unified Data for Insights: Integrate diverse data sources for more clarity and intelligence
- Improved Data Quality and Accuracy: Standardize data in sustainability data model
- Granular Environmental Impact Calculation: Carbon emissions, waste and water measurements
- Scope 3/ Portfolio-level Emissions: Capture emissions across portfolio or for external entities across all 15 categories
- Product-level Insights: Assess product carbon footprint

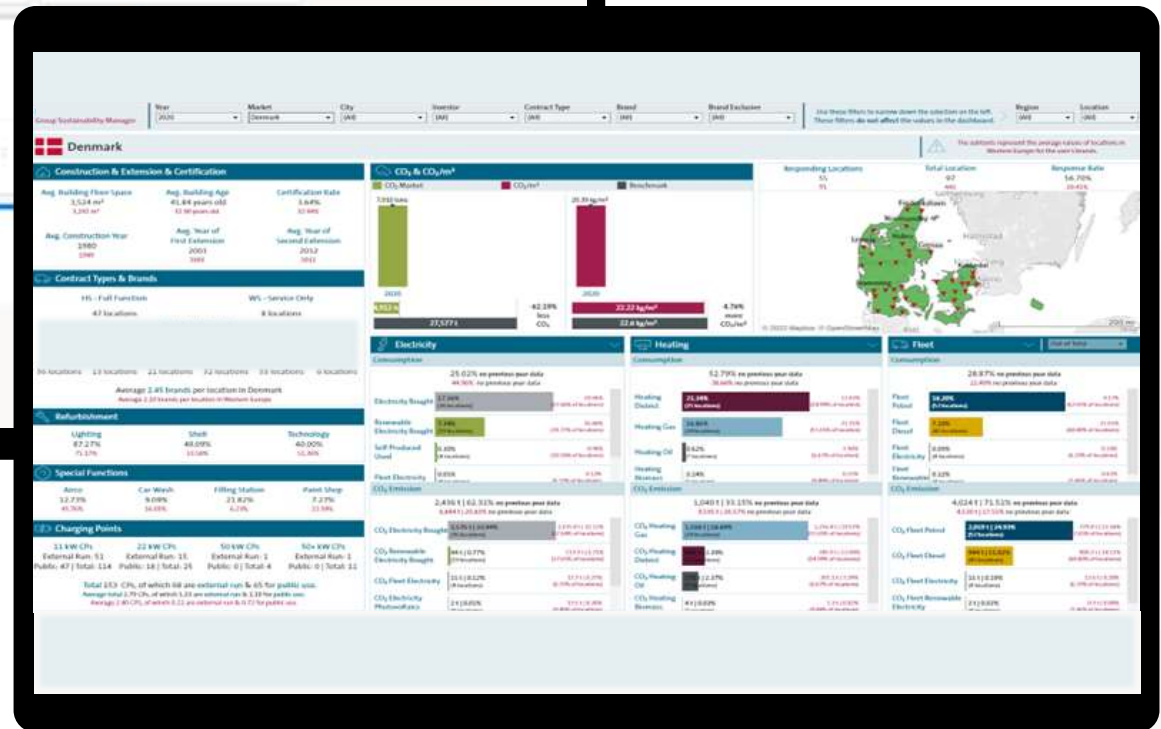
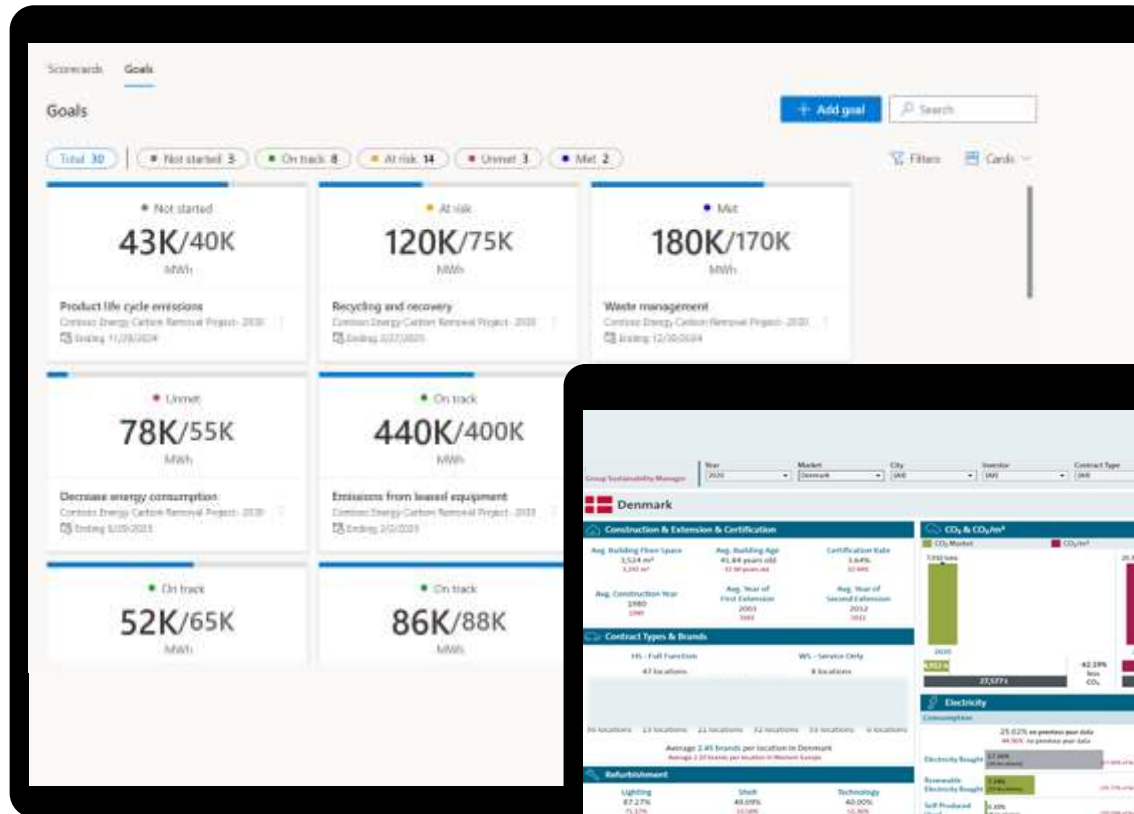


# Understand Your ESG Performance

## Evaluate

Unveil insights, visualize impact, and drive ESG performance

- Deep Data Analysis: Conduct deep analysis to enable informed decisions
- Visualize Impact: Near real-time monitoring and what-if scenario analysis for swift response to ESG challenges/ opportunities
- Scorecard Performance: Track goals, projects, and net-zero strategies and score suppliers
- Bespoke Dashboards: Report ESG progress through MSM or custom-built PowerBI Dashboards



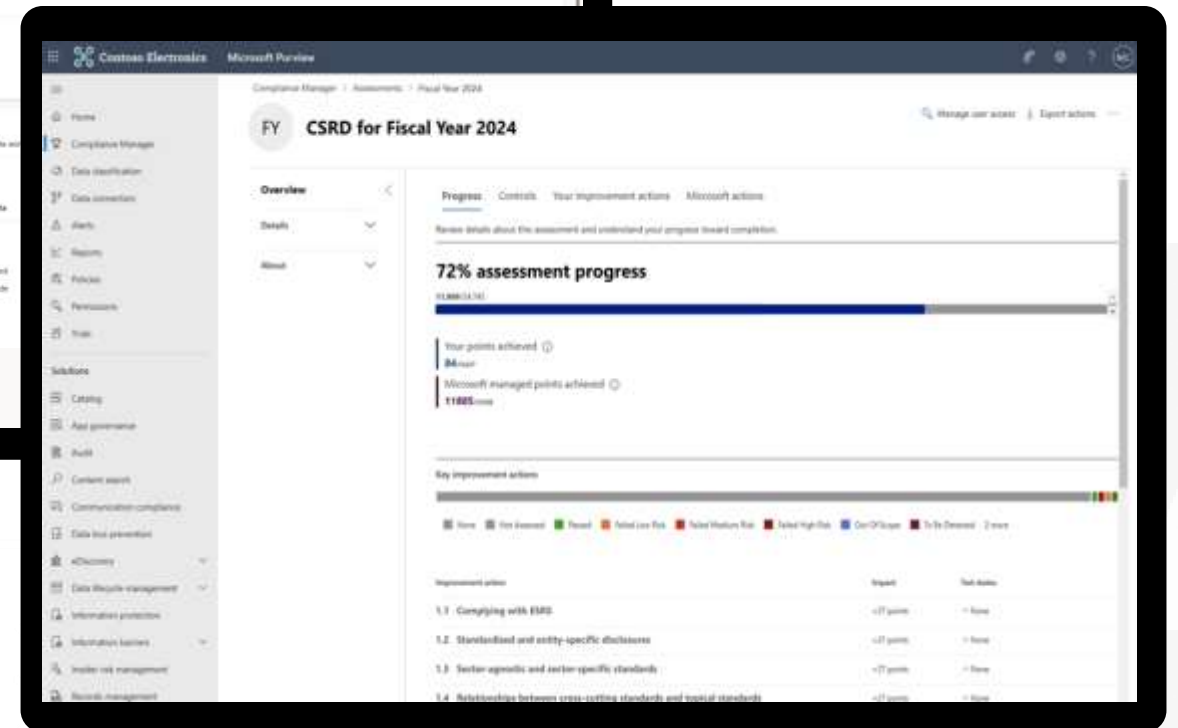
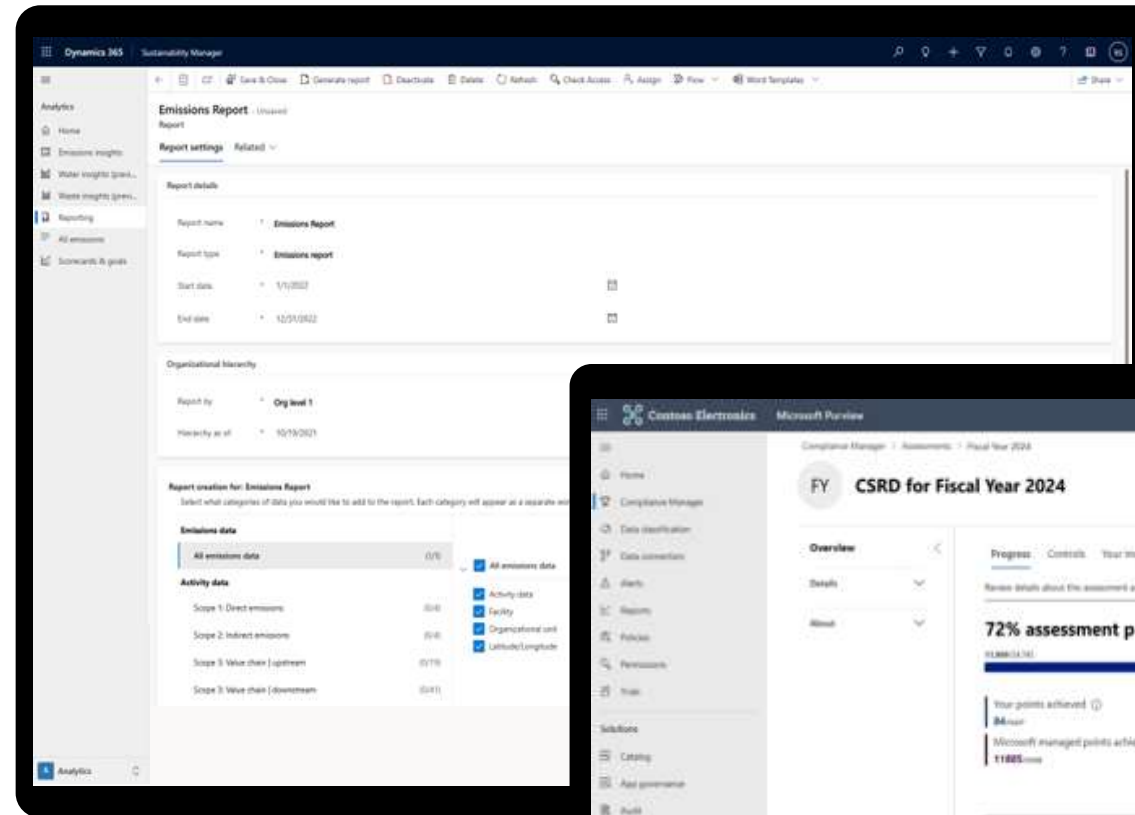
# Enhance Organization-wide Compliance

## Evaluate

3

Track actions, report evidence, and achieve a 100% compliance

- **Data Vigilance:**  
Take inventory of your data protection risks
- **Workflow & Controls:**  
Implement robust controls to manage operational complexity
- **Compliance Confidence:**  
Stay current with regulations and certifications
- **Audit Ready:** Report with 100% transparency and build trust
- **ESG Reporting Simplified:**  
Utilize pre-built templates aligned to major ESG reporting standards e.g. CSRD



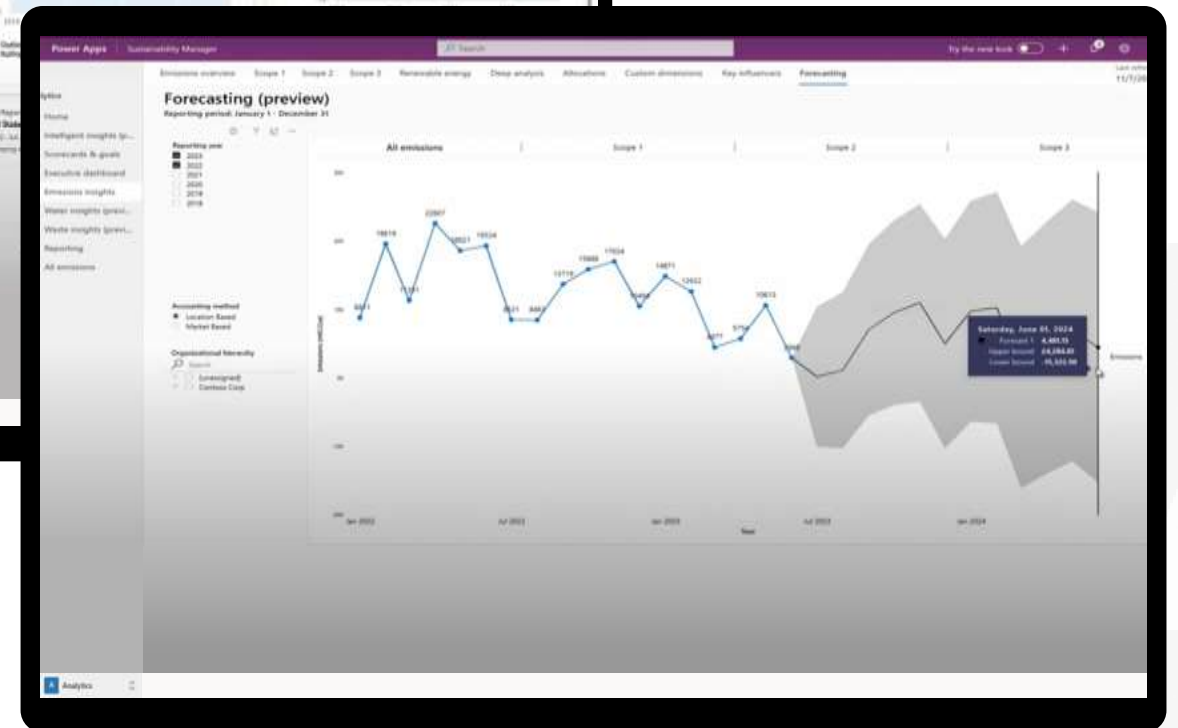
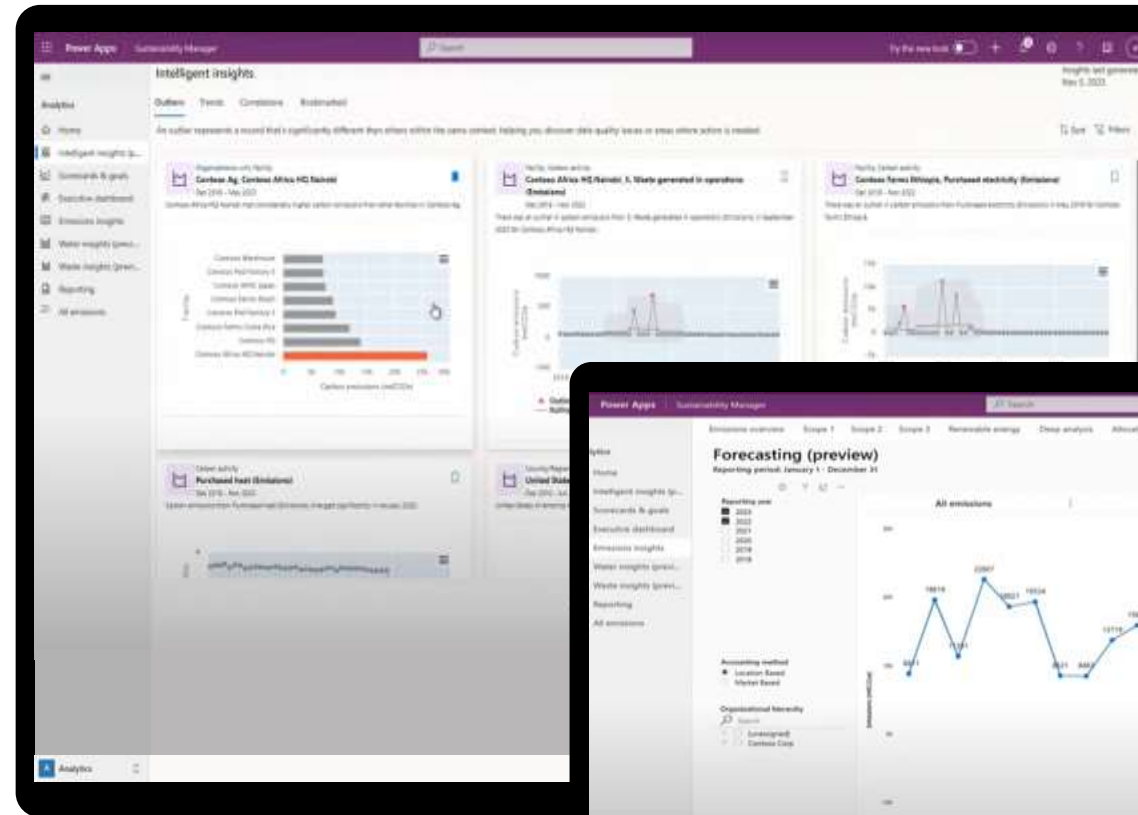
# Elevate your Strategy to Excellence

# Exceed

4

Transform your operations into a more efficient and sustainable business in the near-future

- **Unleash Efficiency:**  
Automate processes and improve time & resource efficiencies
- **Insightful Impact:**  
Pinpoint key carbon footprint influencers with system-generated insights
- **Intelligent Detection:**  
Auto-detect outliers, trends, and correlations at your fingertips
- **Future-Forward:**  
Forecast future emissions



# MS Sustainability Manager for Global Fertilizer Manufacturer



## BUSINESS PROBLEM:

- Client has mandatory ESG reporting requirements



## GOAL: ESG DATA PLATFORM

- Build an ESG and carbon calculation and analytics platform
- Enable to analyze end to end carbon impact for current and future operations



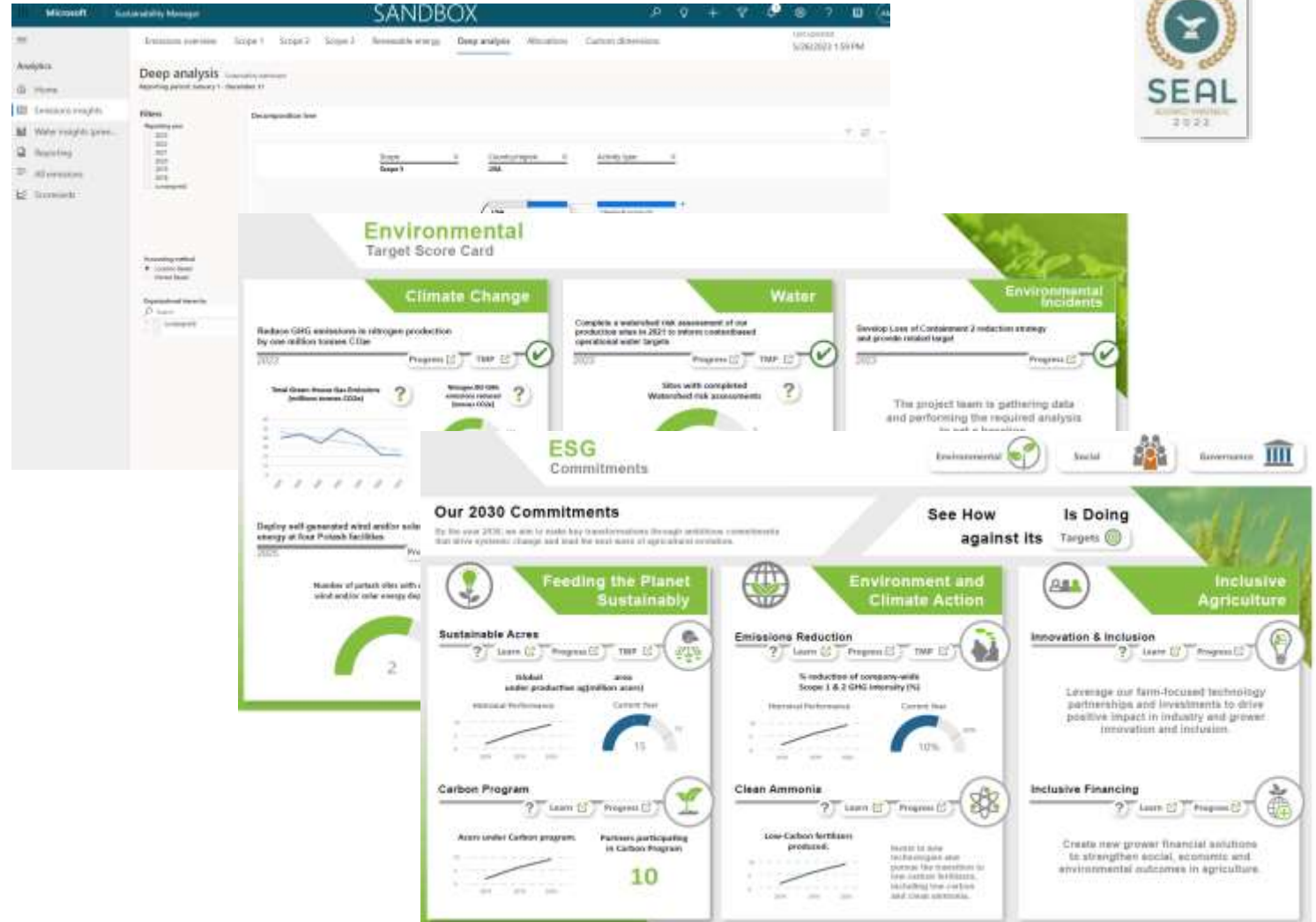
## SOLUTION:

- Successfully implemented an end-to-end ESG and carbon calculation and analysis engine
- The solution was deployed using Microsoft Sustainability Manager, Power Platform, SAP HANA, and Power BI

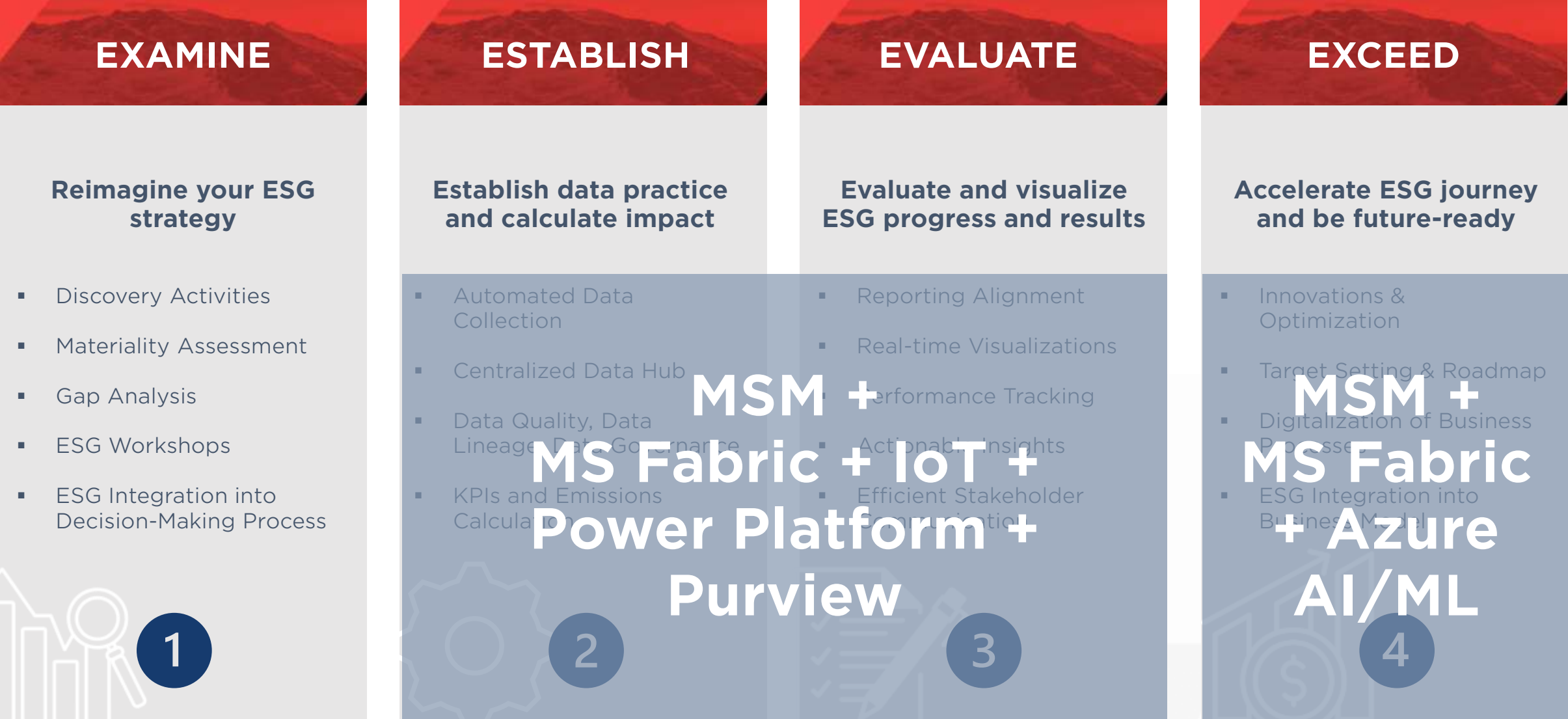


## BUSINESS IMPACT:

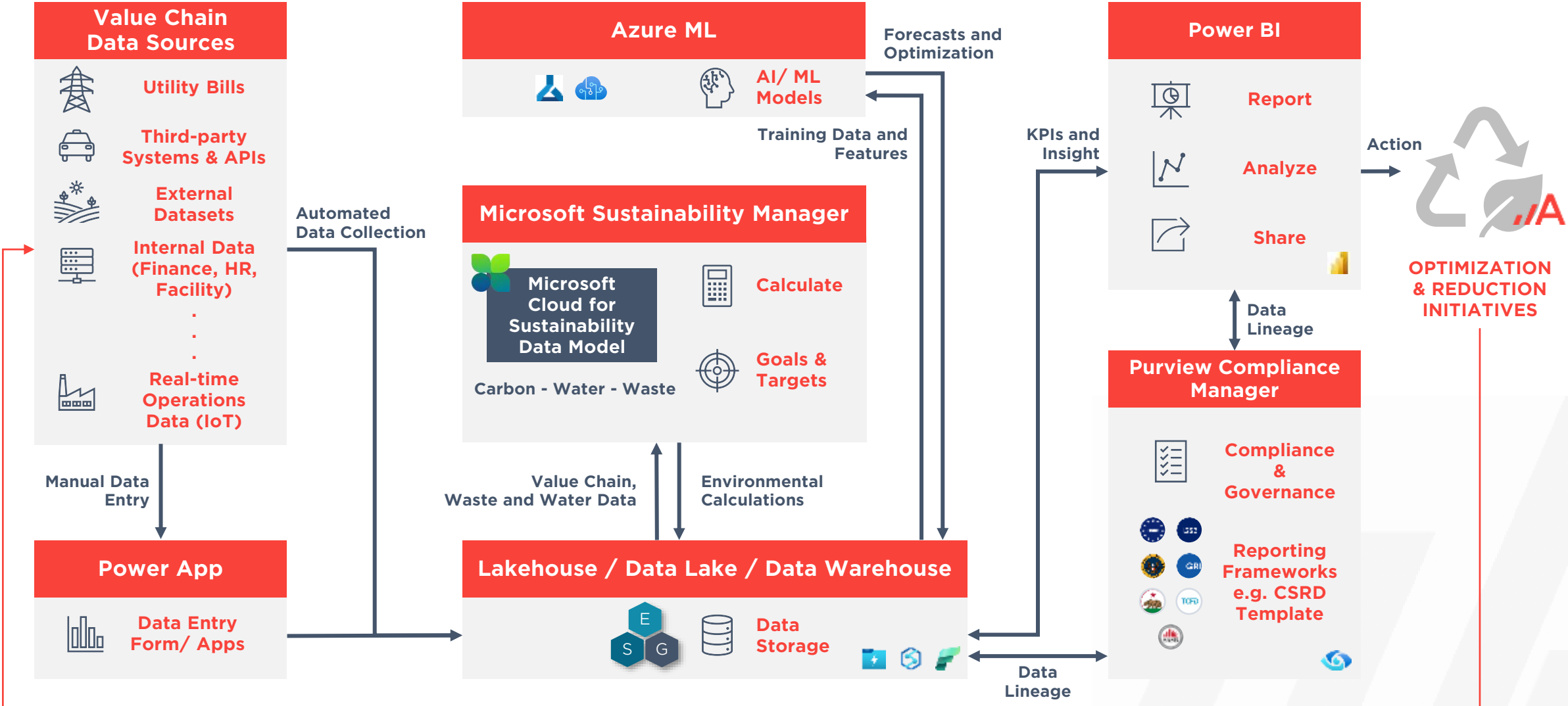
- Gained a complete view of carbon impact
- Able to measure progress toward carbon reduction
- Able to understand the carbon impact of strategic decisions now and going forward



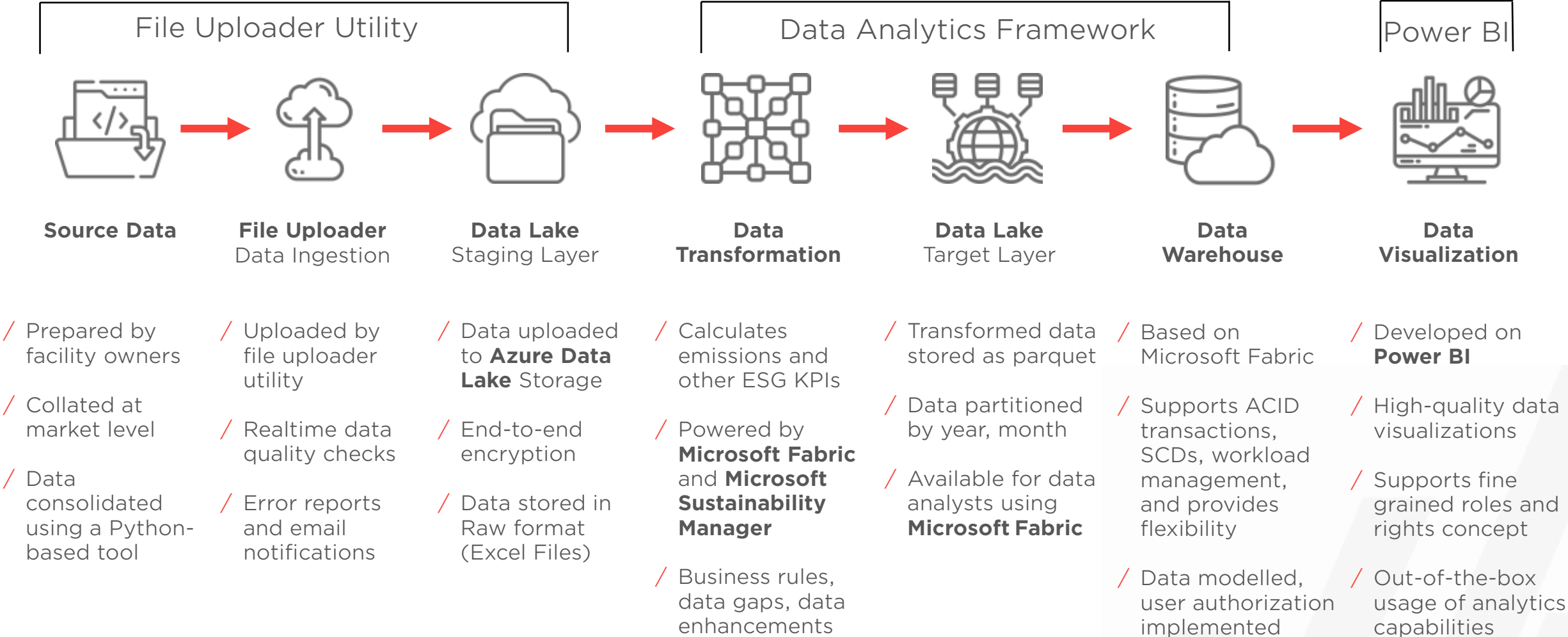
# How Azure Supports this Journey



# Architecture Overview



# Sample Azure Deployment Pattern





# Adastra Products and Accelerators

## Adastra Tools to Accelerate ESG Journey

### ./Adele

2

Automatically **transform on-premise SQL/ ETL processes into Azure pipelines**. Accelerates Azure migrations by lowering effort to transform ETL / ELT pipelines.

### ./Adoki

2

**Real time data replication platform**, bridging data between on-premise platforms and Azure. Accelerates Azure migrations by migrating data and supporting on premise / cloud parallel run periods.

### ataccama

2

Ataccama ONE unifies **Data Governance, Data Quality, and Master Data Management** into a single, **AI-powered fabric** across hybrid and cloud environments.

### PII Protector

2  
3

Protects sensitive data in Azure by **encrypting & decrypting as a service**. Sensitive data is never stored in plain text in Azure.

### Applied IoT

4

**Suite of Azure deployed IoT capabilities**, enabled through Adastra IoT devices and architecture, covering analytics for assets, shipments, facilities, sales, and visits.

### Optimus. POWERED BY BLINDSPOT.AI

4

Optimus 4.0 (OptiPlan, OptiFit, and OptiRoute) uses Azure advanced analytics to **optimize workforce, space, and routes, to achieve efficient logistics**.

### ARIS. POWERED BY BLINDSPOT.AI

4

Azure deployed advanced analytic solution, to **automate and optimize customer support through AI**, enabling faster and improved customer service.

### VIRTUJLOC

4

Create **metaverse virtual spaces** to host retail, bank, or event digital environments. Facilitates customizable, AI driven customer engagement, and delivers seamless integration from virtual to live agent interactions.

Adastra's tools to accelerate an organization's ESG journey through phases of **2** Establish, **3** Evaluate, and **4** Exceed respectively.

## Implementation & Integration of Microsoft Sustainability Manager



## Contact us to get support with:

- ✓ MSM Implementation
- ✓ ESG Dashboards
- ✓ Discovery and Gap Analysis
- ✓ Maturity Assessment
- ✓ And other ESG questions..

**Gabriela Mokosakova**  
Sustainability Business Development Manager  
[Gabriela.Mokosakova@adastragrp.com](mailto:Gabriela.Mokosakova@adastragrp.com)

**Anna Mikitova**  
Partner Manager, Microsoft Alliance  
[Anna.Mikitova@adastragrop.com](mailto:Anna.Mikitova@adastragrop.com)

