Sustainability Dashboard

Microsoft Marketplace

Juli 2021

Companies are looking for an automated solution for reporting and tracking their extensive sustainability goals and activities
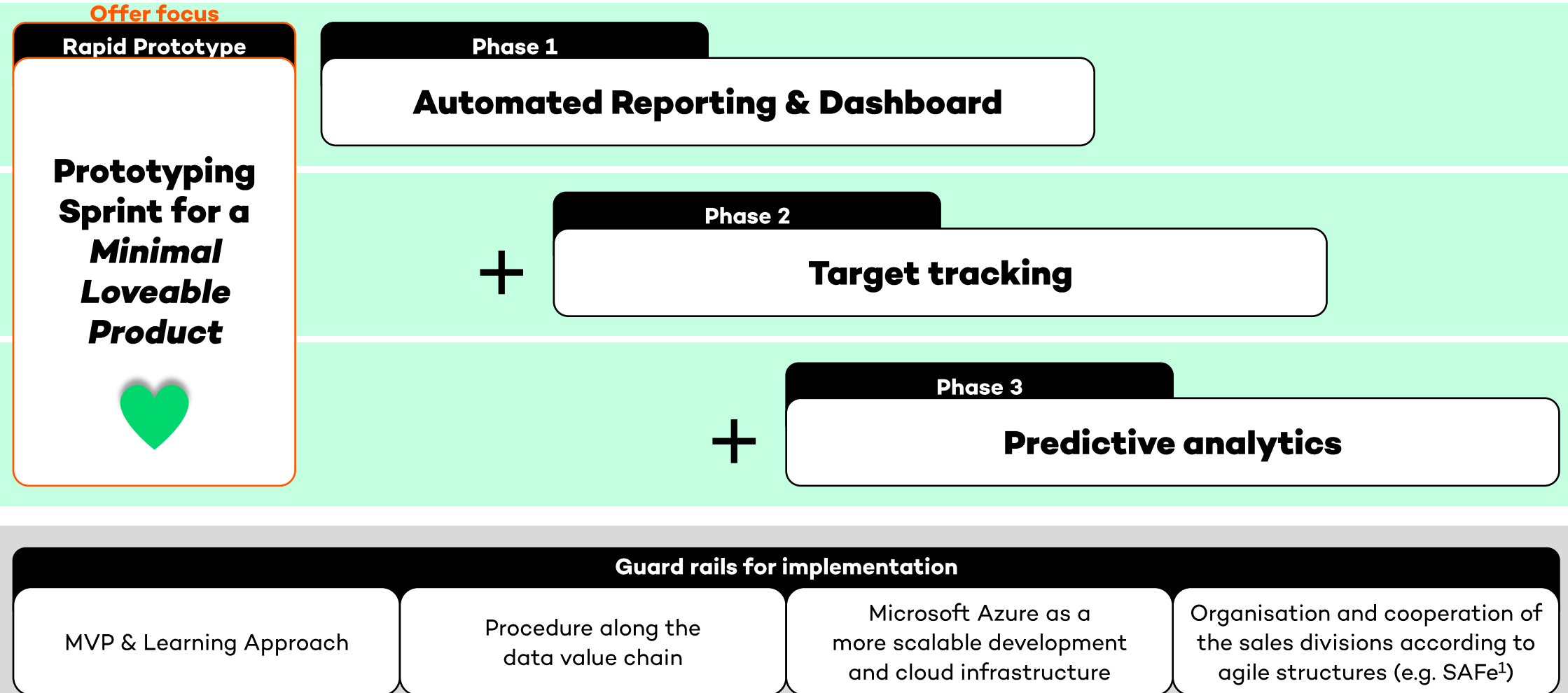
Typical initial situation

- The company has formulated a comprehensive sustainability strategy and established strategic sustainability management

- Various sustainability pillars, supplemented by several fields of action, are documented annually in a sustainability report according to GRI standards

- The preparation of the report as well as the measurement of the achievement of the sustainability goals is associated with considerable manual effort.

- For this reason, the company is striving for an **automated solution to create the sustainability report**

How diconium and Microsoft can support companies together

diconium as a service provider for the entire process of digital transformation, together with Microsoft's Azure cloud solution, enable the company to

1) **Automate** the **sustainability report** and display it in user-friendly dashboards

2) **Track** the **degree of achievement of the sustainability targets**

3) **Make predictions about the degree of target achievement in the** future in order to be able to take timely action

Project approach | We'll create a proof of concept before you decide to implement the complete automated and smart sustainability reporting and tracking

Offer focus

Rapid Prototype

Prototyping Sprint for a *Minimal Loveable Product*

Phase 1

Automated Reporting & Dashboard

+

Phase 2

Target tracking

+

Phase 3

Predictive analytics

Guard rails for implementation

| MVP & Learning Approach | Procedure along the data value chain | Microsoft Azure as a more scalable development and cloud infrastructure | Organisation and cooperation of the sales divisions according to agile structures (e.g. SAFe[1]) |

Offer focus | Quick proof of concept with 4-week "rapid prototyping" sprint

Objective

- "Minimal Loveable Product" in **4 weeks** for a selected sales line/project or selected sustainability KPIs[1] for
  - **Automated Reporting & Dashboard**
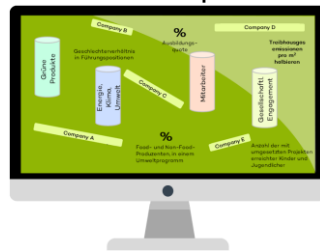 - **Target tracking**
  - **Predictive analytics**

Procedure

1. Definition of the prototype scope
2. Identification of relevant **data sources** and **collection options**
3. Definition of the **target values/ target lines**
4. Definition of relevant **indicators** (e.g. limit values, dependencies) for the implementation of predictions

(Procedure taking into account the defined guard rails)

Scaling

- **"Minimal Loveable Product" as a Proof-of-Concept (PoC),** scaled in the following three phases Automated Reporting & Dashboard, Target Tracking and Predictive Analytics
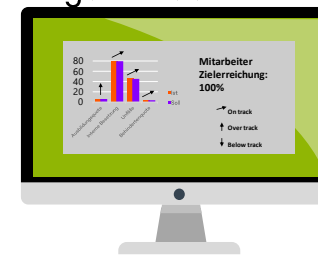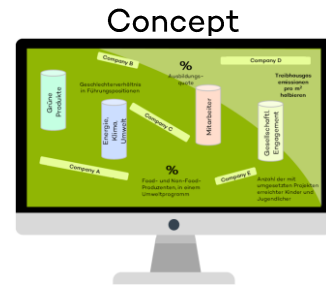
Concept

Dashboard

Target value tracking

Forecast

W1

W2

W3

W4

[1] Selection of the sales line/project or KPIs depending on the availability, complexity and existing interfaces of the data sources.

Project plan | 4 weeks to create concept and first proof of concept

Concept

Dashboard

Target value tracking

Forecast

W1 **W2** **W3** **W4**

W1
- Definition of **prototype scope**:
  - **Which business unit/ sustainability initiative/ sustainability objective** should be measured first?
  - Which **requirements/ prerequisites** apply and which functions are prioritized?
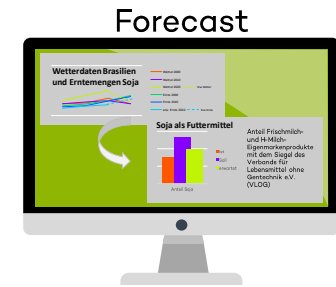- Analysis of **databasis & IT systems**

W2
- Adaption of Sustainability Dashboard **blueprint to individual scope/ concept requirements**
- Identification of relevant **data sources** and **collection options**

W3
- Integration of the **target values/ target lines**
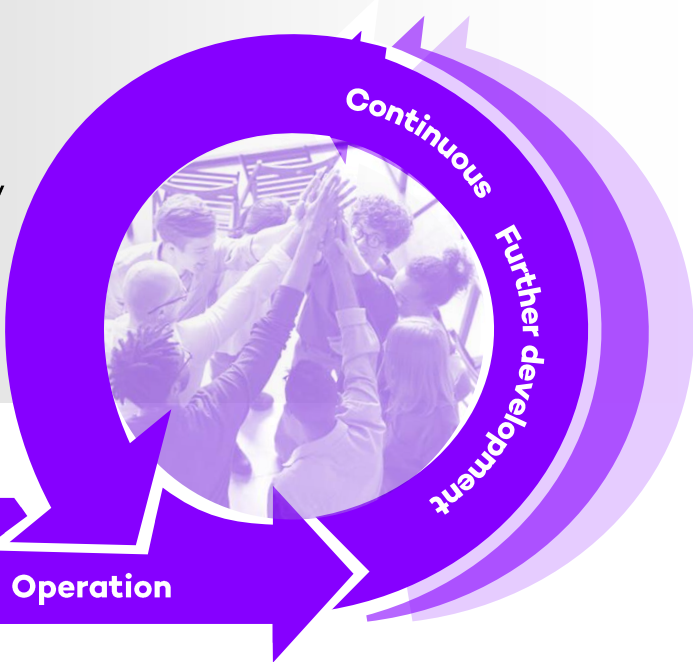- **Implementation** of data
- Starting **tracking**

W4
- Definition of relevant **indicators** (e.g. limit values, dependencies) for the implementation of predictions
- **Evaluate** first data

Outlook | diconium can support the company in the long term as a competent partner in the further development of their platform

optional follow-up

Operation & continuous development

Support of the platform by sustainability experts of the Digital Sustainability Hub at diconium; impulses on possible adaptation needs, e.g. on the basis of regulatory innovations, as well as support for the active support in the active expansion of corporate initiatives for the promotion of sustainability

Continuous Further development

Phase 1
Automated Reporting & Dashboard

Phase 2
Target tracking

Phase 3
Predictive analytics

Operation

Overview of relevant project references | Dashboards, Personalisation, Tracking, Data Analytics

1

#Content Strategy

Bosch

- Holistic, user-centred corporate website
- Keyword strategy and SEO optimisation
- Content curation
- Global rollout

3

#Data-driven marketing strategy

Unilever

- Data modelling/conceptualisation for tracking and analytics to take an E2E customer perspective
- Collection and processing of marketing data (data lake)
- Web & Performance Analytics, Reporting and Dashboard Creation

2

#WIFI@Deutsche Bahn

German railways

- App interface for displaying personalised content and services
- Platform structure for the integration of DB and third-party services

4

Tracking solution

Leading German insurance company

- Tracking solution on a microsite based on Tealium IQ
- Google Analytics and Adobe Marketing Cloud for web analytics, testing and personalisation

// diconium

Contact us.