



CAROLINE BROWN'S ACCENTURE SUSTAINABILITY MICROSOFT BUSINESS APPLICATIONS VIDEO TRANSCRIPT

Sustainability is such an important topic right now; climate activism is at an all-time high. We're seeing the onset of regulatory obligations from cop 26, which has hasted in the UK and more importantly consumers, employees, and investors are really looking to understand what every organization's purpose is as it relates to sustainability. It's a perfect opportunity to really enable and empower our clients as they embark on this journey.

One of the key challenges that we need to help our clients overcome is how to deliver on the promise of their net-zero ambitions and pledges to help cop 26. What we mean by that is now as a result of this latest regulatory ruling, companies greater than 500 employees with turnover greater then 500 million, need to report on their emissions and emissions reduction as part of their annual filing. There are some 450 different ESG metrics. What's proving so complicated and difficult for our clients, is how to bring all of that data together.

The beauty of the Microsoft platform is that they have always taken a very holistic approach. With Dynamics 365, we have that system of record where all the data resides that can be reported against. It then services insights through Power Apps into the hands of employees and operators. And then you have Cloud for Sustainability that includes the

sustainability commodity model for your ESG reporting. That end-to-end story is really powerful and far outstrips anything that we're seeing other technology vendors bringing to the market today.

As AMBG, what we've looked to do is create a set of very industry relevant and sustainability specific workshops to clients understand exactly what their obligation is, help identify the data sources that would be useful or even help clients move into sustainable products development by design.

It's an amazing opportunity that presents itself to us because sustainability will be the new digital and as a portfolio of solutions, business apps really will help out clients drive business growth and profitability, along with sustainability.

Start by reaching out to your local AMBG representative.

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