

CARBON ACCOUNTING SOFTWARE: A Fundamental Comparison

This report provides an analysis and comparison of the current top three carbon accounting softwares:

- Net Zero Cloud
- Persefoni
- Watershed

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SOFTWARE OVERVIEW

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What is Carbon Accounting?

Carbon accounting is **a framework of methods to track how much greenhouse gas emissions an organization is responsible for producing**. The framework typically tracks Scope 1, 2, and 3 emissions, including any emissions that are created in the value chain from sourcing materials to disposal at the end of the product's life.



Features to Look For

Some features are more important than others and while most carbon accounting tools have the same basic functions, there are a few that will really ensure your carbon accounting process goes smoothly.

Scenario Planning

This is an important feature of most carbon accounting tools, as it allows the user to see how different business decisions will impact their future emissions.

Auditable Data Trails

The ability to audit data trails is important for maintaining integrity and ensuring a smoother process for future audits.

Extensive Emissions Factors Libraries

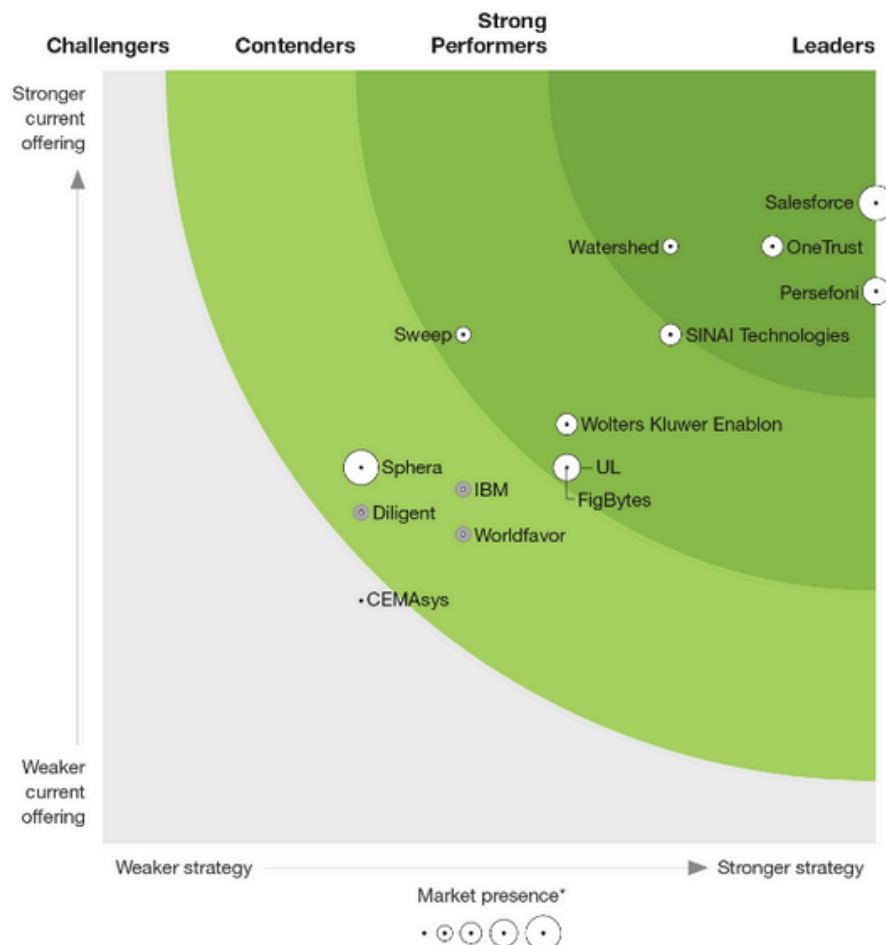
Emissions factors are the foundation of converting energy use data into emissions data. Using a software that has an extensive emissions factors library will ensure you have the most accurate emissions data and are able to account for any exotic or unusual fuel types.

SOFTWARE OVERVIEW

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The Carbon Accounting Software Landscape

Forrester released the “[Forrester New Wave: Sustainability Management Software](#)” report, showing the current carbon accounting software landscape. As you can see, **Salesforce, Persefoni, Watershed and OneTrust** all have the strongest current offering and strategy. OneTrust has been excluded, as their platform, while including ESG tracking capabilities, is not ESG-focused. This publication will focus primarily on **Salesforce Net Zero Cloud, as it is the top competitor** on the market in terms of current offering, strategy, and market presence.



SOFTWARE ANALYSIS

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PERSEFONI

Persefoni is a carbon accounting tool that has also received high praise for its emissions-tracking capabilities, reduction modeling, and analytics. This tool can easily track all emissions scopes and help clients break down their data into deeper analyses and insights.

NOTABLE FEATURES

Climate Benchmarking

This software helps organizations measure their progress compared to their peers by providing carbon footprint data from over 5,000 organizations globally.

Net Zero Navigator

Powered by Bain & Company, this product enables users to build a custom decarbonization plan. This tool generates decarbonization scenarios based on industry, past emissions, and target goals. Then users adjust the recommendations and timelines to align with their climate projects and track progress toward their reduction targets.

Integration Hub

Persefoni's Integration Hub enables the software to streamline data collection by connecting to other applications such as Google Sheets and Amazon Web Services.



SOFTWARE ANALYSIS

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WATERSHED

This cloud-based software platform comes with interactive data analytics alongside goal and reduction planning. Watershed also features disclosure-compliant reporting and a carbon-removal marketplace. This tool enables users to track their historical emissions against their target goals and Science-Based Target requirements.

NOTABLE FEATURES

Fast Mapping

This product has flexible data ingestion, making it easier to upload historical data and calculate an accurate carbon footprint.

Simulation

The simulation aspect of the tool allows users to play out different emissions scenarios at the material, product, and company level to make more informed decisions. This tool gives users a granular look at how any given decision will affect their carbon footprint across the value chain.

Disclosure

Watershed enables users to leverage past data, targets, and reduction plans to auto-populate multiple reports at once. Users also have access to review peer responses and high-quality disclosure examples to compare with their own.



SOFTWARE ANALYSIS

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NET ZERO CLOUD

Created by Salesforce and hailed as a best-in-class carbon accounting tool, Net Zero Cloud is a robust software that can calculate emissions for all emission categories, conduct emission reduction planning with custom recommendations, and create automated disclosure-compliant reports.

Not only is this software a formidable tool for emissions data tracking, but it is quickly becoming a single source of truth for all ESG data with the addition of the DE&I dashboard. It has the bonus of being easy to integrate with other Salesforce products.

NOTABLE FEATURES

Disclosure & Compliance Hub

Disclosure & Compliance Hub automates reporting for major frameworks such as GRI, CDP, and SASB through a guided user interface.

What-If Scenario Analysis

What-if Scenario Analysis allows users to make educated planning decisions to improve environmental performance. Forecast future trends for potential energy consumption, spend, and emissions to identify opportunities for performance improvement.

Supplier Management

Net Zero Cloud allows users to easily survey suppliers for emissions data and track their suppliers' sustainability commitments using Supplier Scorecards.

Benchmarking

Net Zero Cloud includes the latest reference data from CBECS (Commercial Building Energy Consumption Survey) from the EIA (US Energy Information Admin), allowing users to benchmark building performance against average building classes based on size and geographic location.

Science-Based Target Goal Setting

Net Zero Cloud comes with a Science-Based Target module for setting emission reduction goals. Users can track their commitments in alignment with SBTi (Science-Based Target Initiative) or other public emissions reduction frameworks.

Data Gap Filling

Eliminate data gaps by populating with estimates calculated based on daily average or benchmark building performance across the fuel source for the carbon reporting year.

SOFTWARE COMPARISON

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While each of these carbon accounting tools boast helpful features, there are some differences between them to be aware of when choosing what is right for your use case. Below is a chart comparing the softwares' features. While Net Zero Cloud includes all of the notable features, unlike the others, it also requires an implementation partner to install.

Carbon Accounting Software Comparison Chart



FEATURES	NET ZERO CLOUD	PERSEFONI	WATERSHED
Scenario Planning	✓	✓	✓
Supplier Management	✓	✓	
Science-based Target Goal Setting	✓	✓	✓
Benchmarking	✓	✓	✓
Automated Framework-Compliant Reporting	✓		✓
Custom Dashboards	✓	✓	✓
Carbon Credit Marketplace	✓		✓



IMPLEMENTATION PARTNERS

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What to Look for in an Implementation Partner

Specialized Knowledge

Choosing the right implementation partner for your product is crucial to making the most of your investment. When deciding on an implementation partner, it's advantageous to partner with a firm that has specialized knowledge of the product or sustainability. Carbon accounting is complex and unique for each organization. Working with an experienced partner who has in-depth knowledge of the ESG environment and experience implementing your chosen software is invaluable and will make for a smoother and more efficient implementation process.

Personalized Support

Personalized support is another important factor during implementation. Choose a partner who will prioritize supporting your organization's users and their unique challenges. While generalized training creates a good baseline to get your team up to speed, having an expert on call for any issues that arise helps you get the most out of your new tool.

Industry Partnerships

Strong industry partnerships are also a consideration when choosing an implementation partner. Implementors with strong ties to other experts in the ESG or technology sphere are more credible and likely to be able to leverage these partnerships to give your organization insider knowledge about any trends or changes going on in the industry.

The Hidden Advantage

While having to work with both Salesforce and an implementation partner can seem inconvenient at first glance, **it's actually a hidden advantage when you work with Green Impact.** Our team of specialized experts will guide your organization through every step of your implementation. Our accredited Net Zero Cloud specialists created tailored acceleration tools to increase efficiency, decrease human error, and expand upon the functions of Net Zero Cloud.

Alongside our general training, we offer personalized support and touchpoints to ensure that your organization can use the tool to its full capacity and meet your use case needs. We partner with Salesforce and ERM, the largest global ESG consulting firm, to ensure that your business has every necessary resource to meet your goals. When working with Green Impact, your implementation will exceed your expectations and offer you a better understanding than any other tool or team.



THANK YOU



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