Translate Data Into Meaningful Results

Scope 5 provides a solution to managing multiple data points for environmental impact.

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If you can't measure it, you can't manage it. At Outerwall, we are seeking to reduce our carbon footprint as well as the energy used by our kiosks.

To help us manage the 120+ data points that feed into our environmental impact – ranging from shipping to employee commuting to air travel – we initially used spreadsheets.

But sometimes, you have to face its limitations headon.

After more than ten years of working in corporate sustainability and reporting, I've lost track of the demos I've seen for software solutions to help untangle this snarl of data management. Costs, legacy

systems and other priorities prevented me from adopting such a system until late 2013. That's when I began using a tool called Scope 5, which is just one of many tools available for data management.

5 Benefits of the Perfect Data Management Tool

If you're also managing an overwhelming amount of data in your job, here are five benefits you may be able to realize with the right tool:

1. **Insight into new trends.** You can create charts and graphs in Excel, but they only illustrate data you already have; they don't tell you what to

look for. The dynamic interface of a Web-based tool has helped us to identify trends – such as the increasing impact of our data centers or that 2013 was the first year where emissions decreased across our total fleet.

2. **Less manual entry.** While we still have to do some manual entry, we've been able to reduce that burden by connecting directly to the utility providers of our major office locations and automatically importing the data. This enables monthly data transfer of both usage and cost, and reduces the constant scramble to track down utility bills.

3. **On-demand access.** I was recently in a meeting sharing our strategies and progress when a question came up about our paper usage. I was able to quickly login to our tool and show the group our exact trends over time. Prior to this implementation, I would have given a general answer and then had to follow up offline after reviewing our spreadsheet data.

4. **Reduced lag time.** We've been able to shorten the time between data collection and conversion to greenhouse gas emissions. Reducing this lag time is a key opportunity to enable course correction and action when results are trending in the wrong direction.

5. **Translation into different "currencies."** Let's face it - carbon dioxide equivalents don't resonate with everyone. Web-based tools make it easy to convert data into units that are meaningful for your target audience, whether it is dollars spent or miles driven.

Finding a tool that best fits your needs will help you to spend less time collecting and converting data and more time driving positive change on your key sustainability indicators.

About Scope 5

Scope 5 turns sustainability data into action and delivers outcomes that matter, from reporting basics to operations excellence. Scope 5's cloud-based data management solution automates dual-reporting and can be used for 'triple' reporting, producing emissions totals for market-based, location-based and market-indicative categories.

Contact Scope 5 to learn more.