



Case Study

How Jade Helped a Broadcasting Company with a Sustainability Management Platform in Just 8 Weeks

The Sustainability Management Platform was Fully Operational Within a Record Time Of 8 Weeks enabling efficient Carbon Accounting!

Client: SiriusXM Pandora **Industry:** Broadcasting

About the Client

SiriusXM and its associated brands such as Pandora, Stitcher, SXM Media, AdsWizz, Simplecast, and SiriusXM Connected Vehicle Services are at the forefront of a new era in audio entertainment and services. They provide an unparalleled subscription and ad-supported audio entertainment experience for listeners in the car, at home, or on the go with connected devices. Their mission is to revolutionize the audio industry, creating a future where everyone can effortlessly access the stories, music, and voices they adore, no matter their location.

Business Requirements

The client was tracking carbon emissions in an Excel spreadsheet across different regions, which was tedious and lacked actionable insights. They needed a cloud-based sustainability solution and implementation expert. Jade proposed Salesforce Net Zero Cloud to meet their requirements.

- SiriusXM Pandora wanted to measure, track, and analyze all the carbon emission data in one place to form a Uniform Source of Truth for ESG reporting
- They not only wanted to Shift from traditional spreadsheet-based carbon accounting to modern software tools but also to reduce costs and bring efficiency and automation to sustainability data management
- They are looking to track and analyze the consumption of fuel and electricity across their Motor Vehicles Fleet, Commercial Building Spaces, Data Centers, and Repeater Networks. With this data analysis, SiriusXM aims to gain insights into its Scope 1 (Direct Emissions) and Scope 2 (Indirect Emissions).

Business Challenges

The client's business faced the below key challenges while tracking carbon emissions data across different regions.

- Determining various sources of emissions like buildings and vehicles
- It was challenging to understand the mandatory fields while importing the data so that a carbon footprint gets created automatically
- Understanding how calculations are happening for various gases based on different fuel types
- Understanding and reading the out-of-box dashboards



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- There weren't any standard reports for Net Zero objects, so created a few reports for energy uses and carbon footprint details
- Need to schedule the Dashboards sync to reflect the newly imported data in Dashboards

The Solution

Being a climate-conscious firm, SiriusXM had decided to start measuring its Carbon Footprint and agreed to go to Salesforce Net Zero Cloud. They were looking for a partner who could set an MVP model within a short frame of time & enable them to start using this product quickly. That's where Jade, Salesforce Implementation Partner, came in with a team of Net Zero Cloud experts who enabled NZC in 6 weeks for SiriusXM.

- Jade worked with SiriusXM stakeholders to identify different emission sources, brainstormed on the carbon accounting processes, and advised on the future courses of action.
- Standardized the excel based templates aligned with Net Zero Cloud to enable single-click data upload for the SiriusXM IT team.
- It enabled Analytics Studio for Net Zero Cloud to assist SiriusXM's stakeholders with visually representing the Climate Action Dashboard and Audit Dashboard.

The Business Benefits

With the Salesforce implementation of Net Zero Cloud:

- The emission tracking timeline was reduced from several months to 8 weeks
- The swift transition from legacy spreadsheet-based tracking to modern software tool
- Efficient and automated real-time tracking of sustainability data
- Quickly view, analyze, and report on environmental footprint with reliable, investor-grade data

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We hired Jade Global to implement Salesforce Sustainability Cloud or NetZero Cloud. This is comparatively new in the market, and few implementations experience to learn from. We were confident that Jade could deliver this when we selected them among other SI partners considering their resource quality and the cost. Our Stakeholders were happy that Jade Global has done an excellent job implementing the project within **Time and Budget**.

Ganesh Sawant

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