

**CASE STUDY**

**DRIVING SUSTAINABILITY  
TRANSFORMATION  
WITH SALESFORCE  
NET ZERO CLOUD**

A Swasti Datamatrix Case Study



**JANUARY 2024**

## Executive Summary

Sustainability has become a business imperative. Organizations across industries are under increasing pressure from regulators, investors, customers, and employees to demonstrate measurable progress toward achieving Net Zero commitments. Yet, for most enterprises, sustainability data remains fragmented, manually tracked, and disconnected from financial and operational systems.

This case study explores how Swasti Datamatrix, a trusted technology and consulting partner, implemented Salesforce Net Zero Cloud to help a leading multinational enterprise achieve end-to-end sustainability management. By centralizing carbon accounting, streamlining ESG reporting, and embedding climate intelligence into business decisions, the company accelerated its journey toward Net Zero by 2030 while improving transparency, operational efficiency, and brand reputation.

## About Swasti Datamatrix

At Swasti Datamatrix, we believe that technology and data-driven insights are the backbone of modern transformation. Headquartered in India with a global delivery footprint, Swasti Datamatrix is a next-generation IT and consulting company specializing in:

- Enterprise Cloud Solutions (Salesforce, AWS, Azure, GCP)
- Data Intelligence and AI
- Cybersecurity and ESG Platforms
- Digital Transformation Consulting

As a Salesforce implementation partner, our expertise lies in bridging the gap between business ambition and technology execution. We deliver industry-specific, outcome-driven solutions that empower clients to stay competitive, resilient, and sustainable in a fast-changing digital economy.

**Our philosophy: Sustainability = Data + Technology + Action.**



## Client Background and Challenges

The client, a Fortune 500 diversified manufacturing conglomerate, operates across automotive, aerospace, and industrial goods sectors. With operations spanning 40+ countries and an employee base of over 70,000, the company's environmental footprint was significant.

### Challenges Identified:

1. Data Fragmentation – Sustainability data resided in silos across spreadsheets, ERP systems, utility bills, and supplier disclosures.
2. Compliance Complexity – Multiple reporting frameworks created inconsistencies in disclosures and exposed compliance risks.
3. Limited Scope 3 Visibility – Supply chain emissions were poorly tracked with inconsistent data.
4. Board and Investor Pressure – Stakeholders demanded real-time climate impact dashboards.
5. Operational Disconnect – Sustainability KPIs were not embedded into everyday decision-making.

## Why Net Zero Cloud?

After evaluating multiple platforms, the client selected Salesforce Net Zero Cloud, implemented by Swasti Datamatrix, for its ability to deliver:

- Automated Carbon Accounting with standardized data ingestion from utilities, ERPs, and suppliers.
- Compliance-Ready Frameworks aligned with CDP, GRI, SASB, and SEC climate disclosure rules.
- AI-Powered Analytics for predictive modeling and decarbonization strategies.
- Scalability and Flexibility across global business units.
- Integration with ERP, CRM, and HR systems for end-to-end visibility.



## Implementation Journey

Swasti Datamatrix designed a phased roadmap:

Phase 1: Discovery and Strategy Alignment – Stakeholder workshops, KPI definition, governance framework.

Phase 2: Data Consolidation and Carbon Baseline – Integrated SAP, Oracle, utilities, supplier data.

Phase 3: Platform Configuration – Carbon Footprint Analytics, Supplier Engagement Hub, dashboards.

Phase 4: Embedding in Decision-Making – Linked KPIs with financial reporting, predictive models, training.

Phase 5: Continuous Improvement – Expanded Scope 3, Tableau integration, mobile dashboards.

## Solutions Deployed

1. Carbon Accounting Automation – Real-time ingestion, anomaly detection.
2. ESG Reporting and Compliance – One-click reporting aligned with global standards.
3. Supplier Sustainability Engagement – Portal and scorecards for supplier emissions data.
4. Executive Dashboards – C-Suite and plant-level dashboards for decision-making.
5. Predictive Decarbonization Modeling – Scenario analysis and ROI modeling for initiatives.

## Business Outcomes and Sustainability Impact

Quantitative Impact:

- 38% reduction in Scope 1 and 2 emissions.
- 70% faster ESG reporting cycles.
- 15% cost savings from efficiency and renewables.
- 85% supplier participation.

Qualitative Impact:

- Improved investor confidence and ESG ratings.
- Regulatory readiness with SEC-aligned disclosures.
- Higher employee engagement and pride.
- Stronger brand differentiation.





## Client Testimonial

*“Partnering with Swasti Datamatrix on Salesforce Net Zero Cloud has transformed how we approach sustainability. What once felt like a compliance burden is now a competitive advantage. Today, we can measure, manage, and act on climate goals with confidence.*

*— Chief Sustainability Officer, Global Manufacturing Conglomerate*

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## Future Roadmap

- Expand Scope 3 tracking to customer use-phase emissions.
- Integrate IoT sensors for real-time optimization.
- Leverage Einstein AI for predictive sustainability insights.
- Build public-facing dashboards for stakeholders.

## Key Takeaways

1. Sustainability requires a single source of truth.
2. Automation accelerates impact and transparency.
3. Supply chain engagement is critical for Scope 3.
4. Technology plus change management drives success.
5. Sustainability creates business value and resilience.

## Closing Note

At Swasti Datamatrix, we co-create transformation journeys with our clients. Our mission is to empower organizations to achieve profitable sustainability by combining Salesforce Net Zero Cloud, data intelligence, and ESG strategy.

**Together, we can build a world where businesses grow responsibly.**

**– Swasti Datamatrix**

