

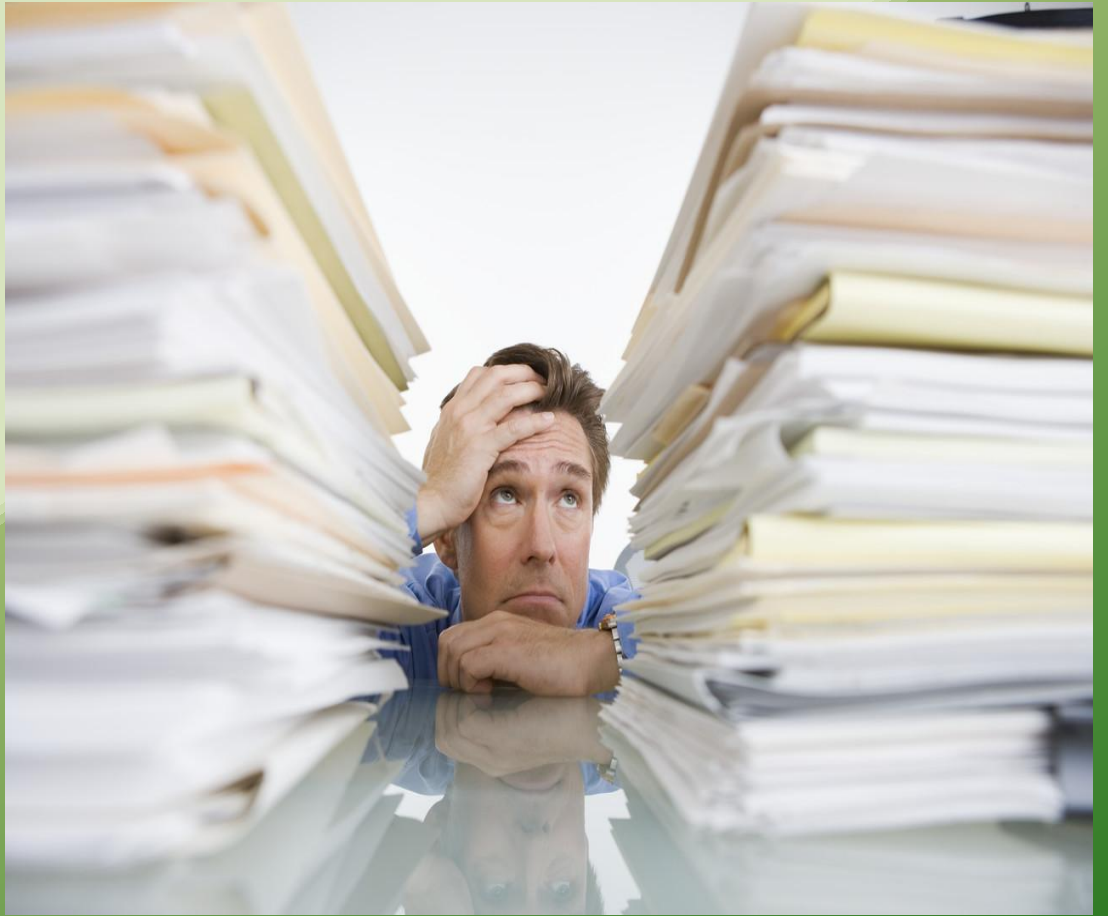
**WELCOME TO  
“BIG DATA ANALYTICS  
BENCHMARKING GLOBALLY TO  
ENABLE SUSTAINABILITY”**

Presented by

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Sustainability Energy and Operations**





# Defining Terms

- According to SAS Big Data is popular term used to describe the exponential growth, availability and use of information, both structured and unstructured.

# Sustainability- Defining Terms

- “In our every deliberation, we must consider the impact of our decisions on the next seven generations.”
- In modern context, “sustainability” is defined as “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

# Triple Bottom Line



# Agenda

- The importance of sustainability in business?
- What are companies and countries doing
- How Big Data and metrics are relevant to being sustainable
- Why is analytics and good data necessary for your growing company?
- What are the other companies telling us? A selection of players

# Topic Relevance to 3E Conference

- "How small and medium businesses like yours are saving money, doing right by the environment and meeting supply chain goals of Fortune 500 customers."
- Lower Energy Bills
- Energy efficiency
- Lower Transportation Bills
- Smart routing and fuel efficient
- Lower Waste Hauling Bills
- Recycling, composting, and reusing materials . Adding packaging.
- Lower Water Bills
- Smart landscaping and rainwater harvesting.



**THE ANSWER IS METRICS,  
VALIDATION, ANALYTICS,  
UNDERSTANDING YOUR DATA  
within your Sustainable Mission,  
Vision and Plan**



# MIT Report

- Sustainability as competitive advantage is up 55%.
- 31% say sustainability is boosting profits.
- 70% report sustainability has permanent place on management agenda.

# Data is Internal & External



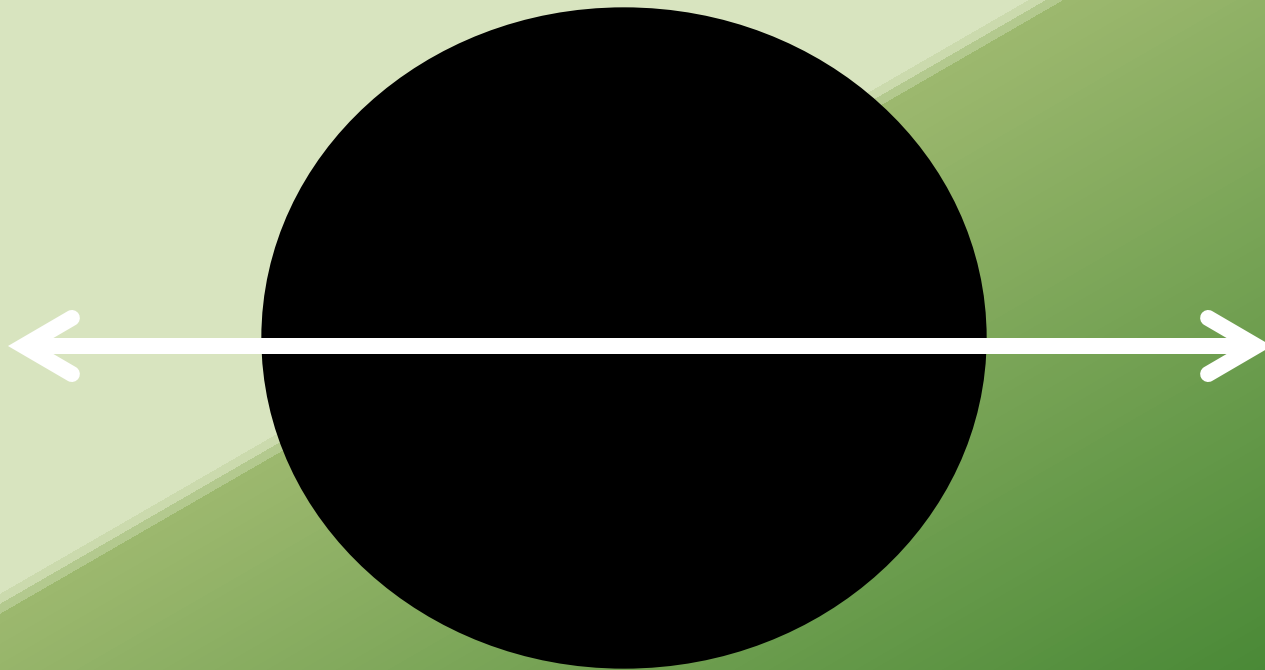
# Data Payload Reported by SAS

- An overall 3-6 per cent increase in output through instilling customer intelligence and predictive data analytics
- An overall 2-13 per cent decrease in input costs via supply chain analytics
- An overall 5-9 per cent decrease in input and labour costs by early-warning and quality analytics tools
- An overall 5-6 per cent increase in output through analytical risk management tools
- An overall 3-4 per cent increase in labour productivity through public performance management and performance indicators
- An overall 4 per cent increase in detection rates through fraud detection tool

?

- **How can small business look at big 500 businesses and determine what sustainable map to follow?**

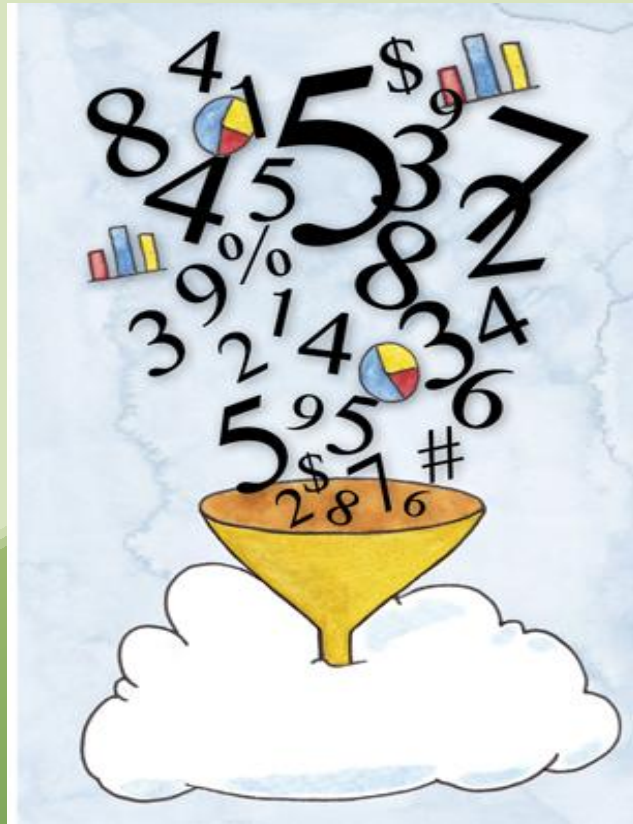
# Convergence



# Structured Data



# Unstructured Data



# “Good Data” Supports Direct Targeting





# Suggestions - Big Data & Analytics

- Learn what sustainable applications can be managed based on current relevant data and apply
- Use your supply chain. With "Good Data" strong partnering can protect and support your competitive advantage.
- Perform small significant steps at a time with regards to your ecosystem's stability
- Think feasibility and reporting
- Acquire analytic tools, procedures, methods and processes to knowledge
- What you cannot afford outsource to companies with sustainable intelligence that is determined by your ecosystems requirements

# Summary

• DATA

• DATA

Energy

Economics

Efficiencies

Emissions

Environment

• DATA

• DATA

**“THINK SUSTAINABLY”**

# Thank You

## Dr. Tyra Oldham

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