

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

Presented by

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Data Overload



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.

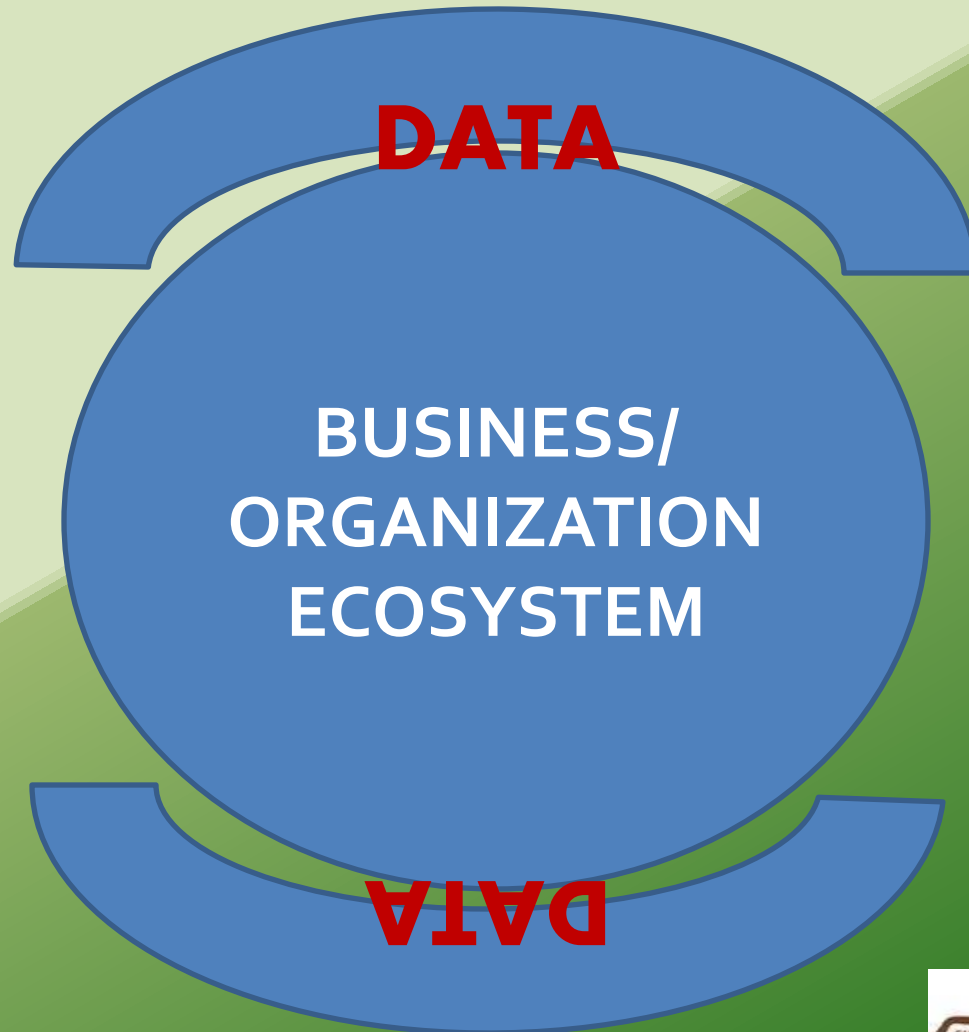


**THE ANSWER IS METRICS,
VALIDATION, ANALYTICS,
UNDERSTANDING YOUR DATA
within your Sustainable Mission,
Vision and Plan**

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



What We Know About Data

- Volume of data in enterprises is doubling approximately every three years states (Forrester Research)
 - Includes structured and unstructured data
- This content is an untapped value for business insights & intelligence
- Databases are great when you know what you're looking for - not so if you're attempting to discover business opportunities
- Frequency of Change Increasing - an enterprise's ability to capture, warehouse and collect insights from massive amounts of data - quickly & easily - will be disruptive

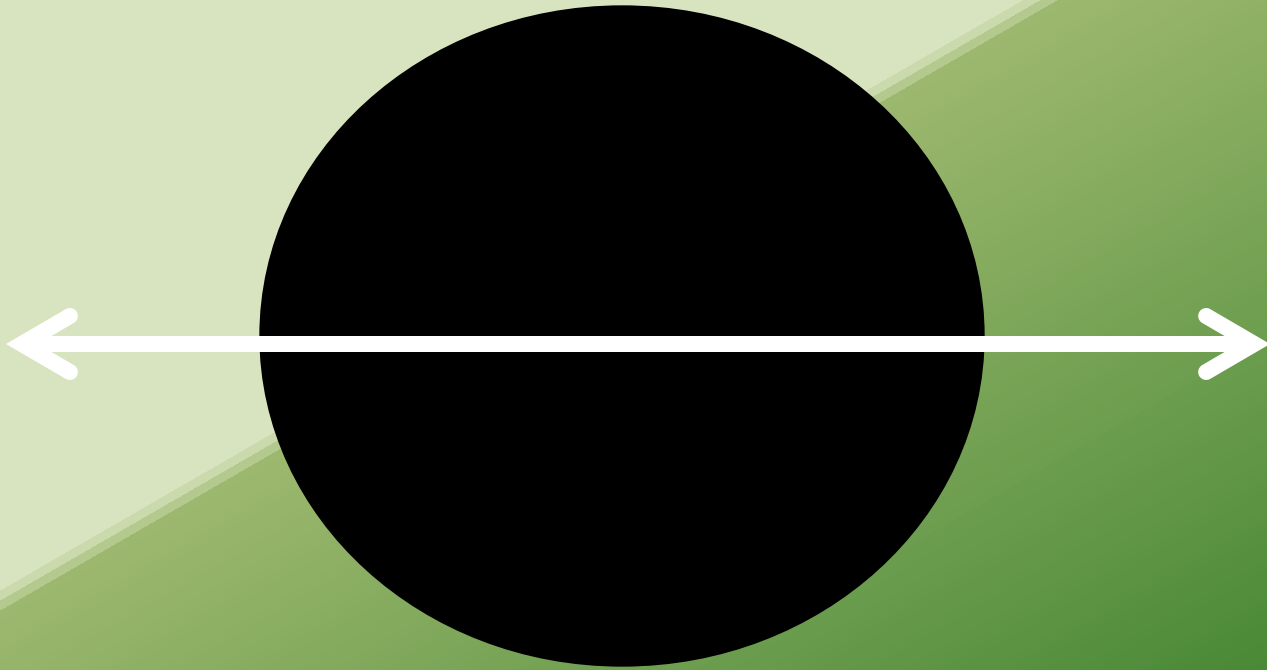
Data Payload Reported by SAS

- 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?**

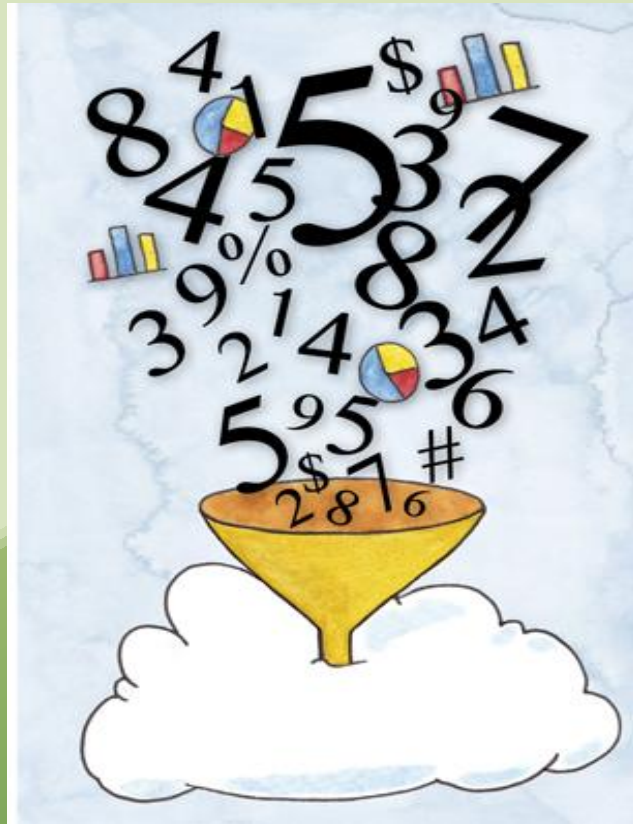
Convergence



Structured Data



Unstructured Data



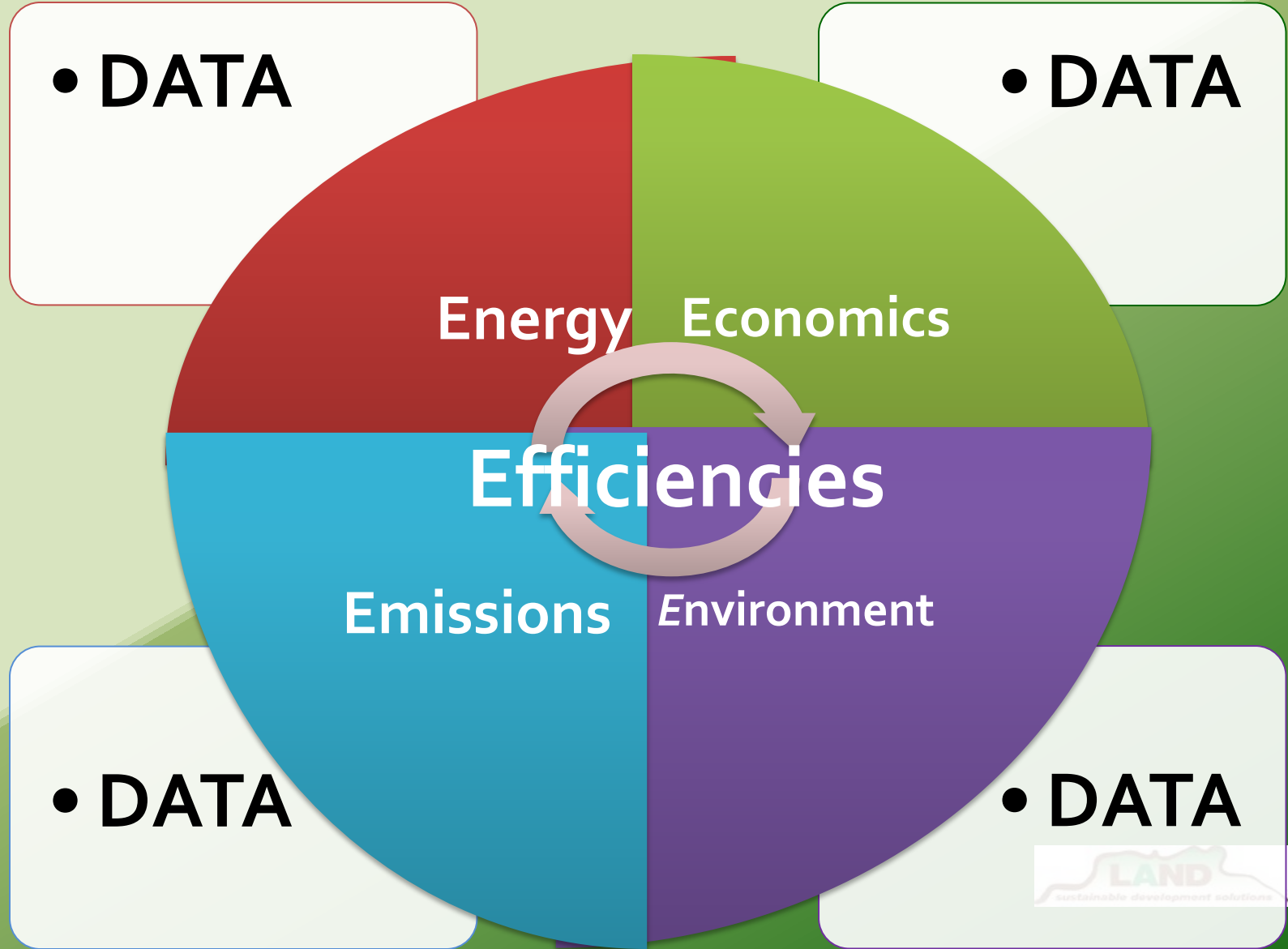
“Good Data” Supports Direct Targeting



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



“THINK SUSTAINABLY”

Thank You

Dr. Tyra Oldham

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