

BUILD A SUSTAINABLE BUSINESS WITH TECHNOLOGY



Build a Profitable and Sustainable Businesses With Technology

[Sustainability](#) is one of the most important issues of our time, linking businesses, regulatory environments, and society together in an effort to make a positive impact on environmental sustainability goals.

Businesses across industries and sectors - from fashion, agriculture, energy, transportation, smart cities, and more - are striving to reimagine processes and operations to achieve carbon neutrality goals.

Technologies like data analytics and AI are helping businesses get better insights so that they can make smarter decisions that help them build strategies to respond to different parts of their business that are threatened by climate risk, including:

- Eliminating waste
- [Tracking supply chain operations](#)
- Monitor equipment
- Deploying capital into sustainability initiatives
- Growing new sustainable business models



Creating a Sustainable Digital Future

The pandemic has shed a light on pre-existing business issues, like those within the supply chain, pressing companies to realize the importance of adapting their infrastructure to meet the demands of a digital future.

- Businesses are embracing and adopting new technologies like AI, IoT, robotics, and predictive analytics.
- Organizations are using a [single cloud based platform to transform their organization](#) step-by-step.
- They are learning how to improve efficiencies that reduce their carbon footprint.

It's important to consider that top organizations bringing value to their organizations and industries are embracing sustainability as part of their corporate initiatives and culture, engaging with customers, partners, and vendors in their sustainability plans.

In fact, companies who are enacting sustainability standards throughout their processes and operations will actually generate value in the coming future from sustainability across industries including:

- Oil and gas
- Transport and logistics
- Financial services
- Retail
- Energy
- Automotive
- Healthcare
- Telecom

Businesses are building strategies to measure the factors and practices related to sustainability and financial impact. *Organizations are finding that there are many reasons for addressing sustainability in their business such as:*

- Retaining and attracting talent
- Meeting investor and supply chain partner expectations
- Improving reputation
- Meeting the expectations of consumers
- Developing new opportunities for growth

Lastly, collaboration remains an integral component for organizations who are looking to make an impact through their sustainability initiatives, such as by working closely with partners,

suppliers, contractors, manufacturers, and distributors to drive engagement and create solutions related to sustainability.

They are creating ways to reduce waste generation, implement renewable energy sources, lower energy consumption, addressing water consumption, and much more.

Companies are distinguishing themselves through collaboration and sustainability, setting themselves apart from the competition by making sustainability an important business initiative, creating new sustainability use cases that reflect their position and investor and consumer expectations.

To learn how businesses are becoming profitable through sustainability and technology, watch these [FREE sustainability courses](#) on Intelligent World and subscribe to this newsletter!