

# Carbon Management Software and Services: Business Drivers, Policy Issues, Enterprise Adoption Patterns, Competitive Landscape, and Market Forecasts

## Q1, 2010

### Abstract:

The considerable attention to global warming coupled with an increasing focus on energy efficiency and cost have laid the groundwork for an emerging carbon management market. Although it is a relatively small and nascent market that Pike Research estimates will reach more than \$380 million worldwide in 2009 in terms of spending for software and external services, it is a rapidly growing market. This market is forecast to experience an aggressive 40.2% CAGR through 2017. Between 2009 and 2010 Pike Research believes that the carbon management software and services market will grow by as much as 73% on a global basis.

There are many factors contributing to this robust growth rate, but the increasingly tough regulatory environment with respect to GHG emissions has had a significant impact. During the last couple of years the demand for carbon management has been driven by a slew of different regulations requiring organizations to reduce their carbon footprint. In particular, this has been the case for most of the advanced economies in Western Europe and Asia Pacific. Although North America has been lagging other nations, it is quickly catching up. Practically every industry sector is affected in varying degrees by the different market forces, but the energy, manufacturing, government, and retail sectors have so far experienced most pressure to adopt carbon management, especially from a regulatory, supply chain, brand equity and cost efficiency standpoint.

This Pike Research report examines global and regional carbon management trends, and forecasts market size and growth prospects by region and industry through 2017. In addition, the report assesses the competitive landscape, including SWOT analysis of major software and service vendors providing carbon management solutions and service offerings. The report also provides insights from interviews of large enterprise end users about their carbon management practices, viewpoints, and plans.

### Table of contents:

#### **1. Executive Summary**

- 1.1 Introduction to the Carbon Management Market
- 1.2 Market Opportunities
- 1.3 Market Forces
- 1.4 A Software and Services Markets
- 1.5 Competitive Landscape
- 1.6 Enterprise Perspective

- 2.2 Greenhouse Gas Emissions — The Cause of Global Warming
- 2.3 Carbon Pricing
- 2.4 Carbon Cap-and-Trade Financial Markets
- 2.5 Carbon Reduction Is Creating a New “Low-Carbon Economy”
  - 2.5.1 The Classic Adoption Curve of Enterprise Carbon Management
  - 2.5.2 Seeking Outside Assistance
- 2.6 Market Drivers and Inhibitors
  - 2.6.1 Market Drivers
    - 2.6.1.1 Public Sentiment about Climate Change
    - 2.6.1.2 The Copenhagen Summit
    - 2.6.1.3 Economic Downturn and Focus on Energy Cost and Efficiency
      - 2.6.1.3.1 Rising Energy Costs
      - 2.6.1.3.2 Growth of Cap-and-Trade Financial Markets
      - 2.6.1.3.3 Increasing Environmental Regulations
      - 2.6.1.3.4 Brand Equity, Investor and Consumer Pressures, and Staff Recruiting and Retention
        - 2.6.1.3.4.1 U.K. Carbon Trust Standard and Carbon Reduction Label
        - 2.6.1.3.4.2 Australia’s Carbon Emissions Labeling
        - 2.6.1.3.4.3 Japan’s Carbon Emissions Labeling
        - 2.6.1.3.4.4 U.S. Carbon Emissions Labeling
        - 2.6.1.3.4.5 Other Countries
      - 2.6.1.3.5 Supply Chain Mandates
        - 2.6.1.3.5.1 Wal-Mart Mandate
    - 2.6.1.4 Carbon Disclosure Project (CDP)
    - 2.6.1.5 Availability of Information Technology
    - 2.6.1.6 Dramatic Rise of Carbon Output Data and Information
  - 2.6.2 Market Inhibitors and Challenges
    - 2.6.2.1 Early and Exploratory Phase of Carbon Management: Difficult to Break the Comfortable Status Quo Barrier
    - 2.6.2.2 Focus on the Least Challenging and Expensive “Low-Hanging” Fruit
    - 2.6.2.3 Lack of Understanding of Carbon Management
    - 2.6.2.4 Ever-Changing and Uncertain Regulatory Environment
    - 2.6.2.5 Siloed Organizations Where IT Is Isolated
    - 2.6.2.6 Reliance on Internal Resources and Tools
  - 2.6.3 An End User Carbon Management Perspective
- 3. Competitive Landscape**
  - 3.1 Increasing Market Fragmentation
    - 3.1.1 Open Source
    - 3.1.2 Back to the Future?
  - 3.2 Consolidation, Convergence, and Collaboration
    - 3.2.1 Recent Acquisitions
      - 3.2.1.1 IHS’ Acquisition of ESS
      - 3.2.1.2 SAP’s Acquisition of Clear Standards
    - 3.2.2 A Burgeoning Ecosystem: Partnerships and Alliances
      - 3.2.2.1 SAP and EDS/HP
      - 3.2.2.2 Accenture, SAP, Microsoft, and the CDP
      - 3.2.2.3 Green Sigma Coalition



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Equilibrium Solutions

3.2.2.6 SAS and AMUL

3.3 Software and Services Vendor Profiles with SWOT Analysis

3.3.1 Accenture

3.3.2 CA, Inc

3.3.3 Carbonetworks

3.3.4 Deloitte

3.3.5 Enviance

3.3.6 Foresite Systems

3.3.7 Greenstone Carbon Management

3.3.8 Hara

3.3.9 IBM

3.3.10 IHS

3.3.11 PE International

3.3.12 PwC

3.3.13 SAP

3.3.14 SAS

3.3.15 Symantec

3.3.16 Verteego

#### **4. Market Forecasts**

4.1 Forecast Introduction

4.2 Assumptions Determining This Forecast

4.3 Worldwide Carbon Management Software and Services Spending by Region

4.3.1 Western Europe

4.3.1.1 United Kingdom

4.3.1.2 France

4.3.2 North America

4.3.2.1 United States

4.3.2.2 Canada

4.3.3 Asia Pacific

4.3.3.1 Australia

4.3.3.2 New Zealand

4.3.3.3 Hong Kong

4.3.3.4 South Korea

4.3.3.5 Japan

4.3.3.6 China

4.3.3.7 India

4.3.4 Central and Eastern Europe, Middle East and Africa

4.3.4.1 Israel

4.3.4.2 Turkey

4.3.4.3 United Arab Emirates

4.3.4.4 Saudi Arabia

4.3.4.5 South Africa

4.3.5 Latin America

4.3.5.1 Brazil and Mexico

4.4 Worldwide Carbon Management Spending for Software versus Services

4.4.1 Worldwide Services Spending by Services Segment



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4.4.1.3 Outsourcing

4.4.1.4 Training and Software Support and Maintenance

4.4.2 Carbon Management Software and Services Spending by Industry

4.4.2.1 Energy

4.4.2.2 Manufacturing

4.4.2.3 Public Service

***5. Company Directory***

***6. Acronym and Abbreviation List***

***7. Table of Contents***

***8. Table of Figures***

***9. Scope of Study, Sources and Methodology, Notes***

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