

How to turn Excel spreadsheets into environmental efficiency



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BBVA

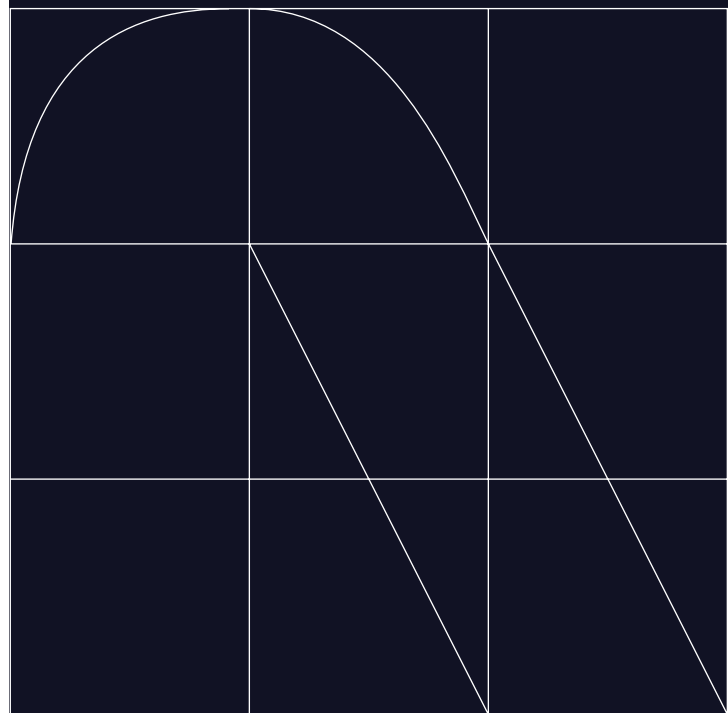
'Data is the oil of the 21st century.' This statement, coined by The Economist in 2017, has proved prophetic in economic literature. As it turns out, today, information is key to business development. However, data on its own is of little use. Just like oil, it's an essential raw material. But just like oil it also has to be refined. The real challenge is being able to manage data and use it to generate knowledge and facilitate decision-making within companies.

This was what the BBVA banking group had in mind when it decided to implement a new system for calculating and managing environmental data from its worldwide centres and offices.

This is not an issue that falls outside of its strategic priorities. In fact, BBVA has a long and proven history of driving sustainability policies, especially those related to the environment. The group has implemented its ambitious Global Eco-efficiency Plan, and in 2021, alongside other global institutions, it founded the Net-Zero Banking Alliance (NZBA), a UN-backed initiative. The Dow Jones Sustainability Index has recognised BBVA for its efforts to move in this direction, ranking it the most sustainable bank in the world in 2022 alongside the South Korean KB Financial Group.

In order to further strengthen these policies, BBVA turned to NTT DATA to implement a tool to help perfect its system for storing and managing consumption and waste data from its corporate buildings and business network in the almost 30 countries in which it operates across the globe. Previously, this data had often been managed manually, resulting in a lack of agility and additional difficulties in actively and efficiently managing changes in the group's main environmental indicators.

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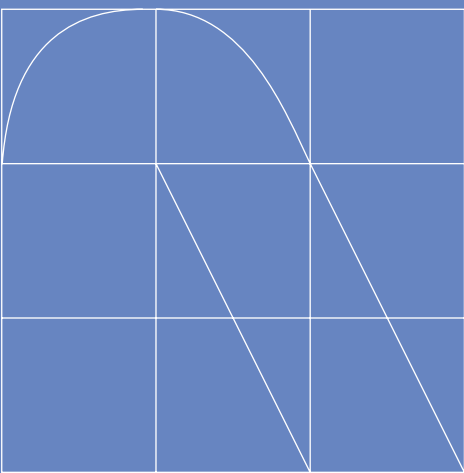
Reliable information

In order to address BBVA's needs, NTT DATA recommended the implementation of Net Zero Cloud, a cloud-based solution by Salesforce that automates data entry and calculation, facilitates the creation of granular and transversal analyses, and defines alerts for key indicators. This powerful tool gives BBVA a source of reliable information on its corporate buildings' environmental indicators. This foundation allows it to comprehensively manage its data, improve tracking of its emissions reduction targets and allow measurement of its carbon footprint. NTT DATA's role was to integrate the solution with BBVA's systems, develop the calculation processes and implement the reporting and dashboard system.

Eduardo Menéndez Mejía, Senior Manager of BBVA Engineering, graphically describes the change that the new system has brought about: 'Data that used to cover immense spreadsheets has now been turned into information.' Moreover, this information—which is duly managed and enriched—is what allows the institution to 'make more agile and rapid decisions and meet [its] environmental targets,' according to Desirée Granda, Global Head of Corporate Premises and Services at BBVA. The group's climate targets are included in its Global Eco-efficiency Plan 2021–2025, which proposes a reduction per employee of 10% in electricity use, 11% in water and paper use and 4% in net waste generated, among other ambitious goals.

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To achieve these targets, accurate measurement is essential. Eva Martino, head of the BBVA account at NTT DATA, elaborates: 'Innovation and technology are essential if we want to meet sustainability targets. It's not only about collecting available data, but also about being able to measure this data collectively. It can then be used as a basis for analysis to help make forward-looking decisions.'

Alejandro Romero, Regional Vice President of Energy, Telco & Financial Services at Salesforce, insists on the importance of thoroughly evaluating the impact that each organisation has on the climate and stresses that 'BBVA is showing its commitment and leadership in facing up to this challenge.'

An example:

We are going to give a hypothetical example to explain how the new environmental data solution works.



Imagine that a significant increase from the set targets for electricity consumption takes place at multiple offices in a specific country, in BBVA's network over a given time period. Thanks to data entry automation, this anomaly will be immediately visible to users in the region, and more importantly, to the group's global departments, which will have access to all regional data.



This will enable the generation of analysis reports and KPI graphs based on consumption measurements. Moreover, in this case, an alert will be triggered to warn that, given the deviation from the set targets, there could be a problem with the quality of the data or exceptional circumstances justifying the irregularity. With all this information—which is obtained in a standardised and agile way—the institution's managers can make more efficient decisions to correct the excess electricity consumption at the affected offices, by implementing measures such as specific savings or investing in alternative systems. From raw data to informed decision-making in just a few steps.

Proven experience

BBVA trusted NTT DATA's proven experience as a specialist in sustainability consulting, combined with its experience as one of Salesforce's leading partners. In fact, NTT DATA has worked with the finance group on multiple projects over the past years, including for the management of customer relations and the risk assessment process at its Retail Division in Spain, migrating its United States call centre, implementing a Sustainable Finance Dashboard and the digital transformation of some of its business tools.

This long-term relationship is the result of BBVA's trust in NTT DATA's working model, which is founded on skills-based offices and centres located in different regions. These centres provide a structure allowing them to perform activities at industrial scale with high levels of productivity and efficiency. NTT DATA has 21 high-performance centres with more than 50,000 professionals in approximately 13 countries. Its centre-based distribution allows it to make specialised teams available to clients, and provides access to a large pool of talent located in different regions.



NTT DATA services offer

NTT DATA's services are further enhanced by its global alliance with Salesforce, a partnership that has existed for more than 20 years and which involves several thousand certified professionals and more than 3,500 successful projects.



One step further

- BBVA's environmental data management project is one step further along a path that is expected to be long and complex. Its commitment to sustainability goes far beyond reducing the carbon footprint of its corporate centres and offices. By joining the Net-Zero Banking Alliance, it has committed to achieving net-zero greenhouse gas emissions by 2050 and to setting intermediate targets for 2030.
- The institution's roadmap also includes a commitment to sustainable financing, as a part of which the group will channel €200 million into sustainable loans by 2025; a programme to facilitate inclusive growth, as a part of which it will allocate €550 million to social initiatives by 2025; and the creation of a broad range of sustainable financial products as an alternative to traditional products.
- From the point of view of its internal organisation, BBVA also took a qualitative leap forward with the creation of its Global Sustainability area in 2021, which reports directly to the group's president and CEO.
- So, it's true: data is the oil of the 21st century. However, beyond properly processing and managing it, it also has to be directed at clear targets. In this case, BBVA's commitment to sustainability is a solid frame of reference.

For further information

<https://es.nttdata.com/>

