AWS and SAP take top spots in TechMarketView's Sustainability Technology Activity Index

Farnham, Surrey, 6 September 2023 – TechMarketView's inaugural **Sustainability Technology Activity Index** shows **Amazon Web Services** (AWS) and **SAP** taking top spots across the UK&I and EMEA/Worldwide respectively.

Launching today, the Sustainability Technology Activity Index analyses how emerging and enabling technologies (such as AI, IoT, cloud, blockchain, 5G, etc.) are being used in combination, by software and IT services suppliers the world over, across a variety of activity areas (ESG reporting, nature monitoring, supply chain innovations, the circular economy, smart buildings, micromobility, energy grids, and carbon removal – to name a few).

TechMarketView's unique take on the sustainability technology landscape shows that AWS held the top spot across the UK & Ireland, in terms of the number of activities the company was involved in during Q4 2022 (the timeframe of the report). SAP came out top across EMEA and for worldwide activity during the same period.

Craig Wentworth, Principal Analyst and author of the report, said: "*The extent of AWS and SAP's sustainability work (both solo and in partnerships) shows serious commitment by these technology giants. The Index also shows that there is a very long tail of other (often much smaller, specialist) companies – some involved in only one or two activities apiece. However, the top players boast deep credibility in wider business areas, and that counts for a lot when end user organisations are looking for partners that can both address their sustainability challenges and do so in ways that generate value for the business.*"

AI and machine learning (perhaps unsurprisingly) claimed the title of most-used technology across all project milestones and product launches logged worldwide, with the most commonly-cited use case relating to strategy and planning activities based on environmental data – a combination of somewhat frenzied interest in Environmental Social Governance reporting (prompted by tightening legislative requirements) and the need to make that data work harder for the business.

Wentworth concluded: *"Data – and the integrations that facilitate data flow – is key to the success of most sustainability-related activities. Any sustainability investment that leverages the data at its disposal to deliver on multiple fronts can become woven into the very fabric of how an organisation plans and runs, providing opportunities to pay for itself in CFO-friendly terms.*"

For details on how to access the report, please contact Deb Seth on dseth@techmarketview.com.

ENDS

Get the daily **UKHotViews** email for our unique take on the UK tech scene.
*Sign up for free at **www.techmarketview.com/ukhotviews***

For more information contact:

Craig Wentworth, Principal Analyst: cwentworth@techmarketview.com

About TechMarketView

TechMarketView is an influential boutique analyst and advisory firm focused on the UK tech market. Trusted by tech suppliers and tech users as they navigate change, TechMarketView analysts are known for robust analysis of suppliers and disruptive market trends, blending UK depth with forward-looking insight.

www.techmarketview.com | @techmarketview