



HFS Hot Vendor:

GoCodeGreen

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

Aligning software and technology to sustainability

Author: Josh Matthews

[GoCodeGreen](#) is a platform that helps diagnose software's carbon impact to inform your choices about vendors, hosting, process, coding, and more. Typically, the actions it recommends have inherent dual outcomes—decarbonization and efficiency (tied to resource and cost savings)—all reported with a clear link to the broader organizational context, for example, the percentage of emissions saved.

Software and the broader IT, digital, and technology sectors have [a major climate impact](#). Building and running software consumes energy, and the associated hardware, data centers, and networks have broad environmental, social, and governance (ESG) footprints spanning various energy, materials, labor, risk, and resilience factors. So, making software more efficient cuts emissions and cost. But, in general, organizations and their CIOs lack visibility into the footprint of software. They also lack the mandates, targets, and incentives from upper management, contextualized to organizational sustainability plans. ([Read our POV about the lack of detailed sustainability roadmapping.](#))

Eric Zie, the CEO and founder of GoCodeGreen, emphasizes understanding and actions. GoCodeGreen claims that with an initial assessment taking no more than three hours, its platform can identify opportunities to reduce an analyzed software application's emission footprint by 35% to 55%. GoCodeGreen identifies how and where to make the savings—whether through vendor selection, more efficient coding, or any number of routes detailed in this report. The platform can work across websites, apps, the full stack, new platforms, and legacy systems. The GoCodeGreen platform is carbon neutral, so it does not contribute to a client's Scope 3 (value chain) emissions. The firm was [announced](#) during New York Climate Week in 2021 in the latest cohort of signatories to the *Climate Pledge* initiative. It aligns with the [Green Software Foundation](#) standard and can accept validated client calculations into its platform.

GoCodeGreen has developed more than 20 proofs of concept and value opportunities (POCAVOs) with more than 15 organizations across banks, fintechs, technology system integrators, consultancy firms, and government departments. HFS Hot Vendors usually come with an established client portfolio, but in this case, we are highlighting a business we feel you should know about to make a critical ESG impact in the near term. We validated the potential by speaking to the CIO of a major Africa-based global financial services (FS) firm that has been through a POCAVO with GoCodeGreen and is now looking to go live.

The main challenge for this CIO fits perfectly with GoCodeGreen's message: outlining the link between technology and sustainability to create a business case for addressing its impact. The FS firm had emissions reduction targets through 2050 but no view of the technology department's contribution to the targets.

GoCodeGreen's impact assessment peeled back the layers to offer an understanding of and education about the firm's processes and technology. The impact assessment spanned software, travel, suppliers, and many more parts of the technology landscape. The CIO has not seen any alternative that can provide comparable breadth, depth, and insight.

It was key for him that the platform does more than simply measure the impact. It provides him with insight to assist decision making that can create a real difference in the sustainability of the business. The bank can now set its teams' targets, outline actions across cloud operations, reduce travel, and write more efficient code. It is no longer just doing things because they seem green—opportunities and actions can be quantified and aligned to the broader

organizational strategy. Its offsetting strategy has also been informed—but GoCodeGreen gives the firm the ability to reduce emissions first, with offsetting as a last resort.

The CIO declared, “[Decarbonizing] doesn’t make sense to be bottom-up, especially with 60,000 employees. It needs to be in context of the broader company effort.”

HFS' take

HFS has designated GoCodeGreen as a OneOffice/OneEcosystem Hot Vendor because its potential customers range from those only seeking cost savings and efficiency to those only looking to save the planet and everyone in between. GoCodeGreen frames the impact of software and technology in terms of multiple outcomes—giving CIOs and the whole organization the context they need. Applications and potential users range beyond the CIO across supply chain supplier assessments, any sustainability leader overseeing decarbonization efforts, auditors looking to accurately assess the impact of technology, consultants and business services providers adding to their toolbox, software developers aiming to measure the impact of their engineering choices, and software sales professionals looking for a market differentiator.

Consultants, technology and business services providers (including system integrators), and technology vendors compete to embed IT, tech, and digital sustainability into their capabilities and tie this to broader sustainability strategies and narratives. GoCodeGreen must establish and publicize case studies and references with concrete outcomes, all in the context of organizational sustainability roadmaps and the broader business benefits achieved. The opportunities with wide-ranging customers and through partnerships with firms across the consulting, technology, and services landscape are massive. Expanding beyond software into mapping hardware and the whole IT, digital, and technology spectrum offers another frontier.

Vendor factsheet

- **Founded:** 2021
- **Key personnel:** Eric Zie, Founder and CEO
- **Funding:** Self-funded, fully virtual company
- **Headquarters:** London, UK
- **Number of customers:** 15+ clients and 20+ assessments (all currently confidential)
- **Key clients:** Include a major Africa-based bank
- **Partnerships:** Currently confidential but include major consulting, technology, and services firms
- **Solution portfolio:** GoCodeGreen’s platform and consulting offer assessment, action identification, feasibility and cost-benefit analyses, and reporting aligned to the Greenhouse Gas Protocol standard combined with ISO standards for software measurement. Reporting also informs any room for offsetting after reduction potential has been maximized, along with an energy efficiency rating.



About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as "RPA" (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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