



# HFS OneEcosystem™ Hot Vendor: GLYNT.AI

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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 Horizons reports, but they have the vision and strategy to impact and disrupt the market.

# A platform to prepare sustainability data as rigorously as financial data



**Author: Josh Matthews**

“If I had better data, I’d use better data” is becoming a favorite quote when considering sustainability. Shared by a chief procurement officer (CPO) back in 2021 leading up to COP26, the UN climate summit, it illustrates a fundamental problem that GLYNT seeks to address. GLYNT is a preparation engine for sustainability data. It specializes in ingesting and preparing three primary data sources: utility bills (water, gas, electricity, and waste), data from energy and emissions IoT (internet of things) sensors, and line-item-level data. This combination provides a more detailed view than the “overall category spend” data procurement platforms often deliver.

The GLYNT platform prepares sustainability data at a financial-grade level of auditability for chief financial officers (CFOs) from the myriad sources needed to create a comprehensive picture of a site’s or company’s sustainability footprint. From that prepared data, the enterprise-wide platforms (such as Salesforce or SAP) and the technology on top (automation, analytics, and AI) can better use that data for sustainability reporting and strategic and operating decisions. The poor quality of data available to the CPO quoted above meant that it wasn’t worth the company considering complex data analysis beyond using a spreadsheet and industry multipliers to estimate emissions.

To address the [global sustainability context](#), organizations need to know [where their biggest impact and influence is](#): Is it internally? Is it with their customers? Is it systemic? To get the context and clarity they need, organizations need data. Data is necessary for managing and improving sustainability factors day-to-day across the environmental, social, and governance (ESG) spectrum. Critically, relevant

and well-prepared data must also form the starting point for the roadmaps that take organizations from their current and most important impacts through to the sustainable future the global context demands now and over the coming decades.

GLYNT was founded in 2009 by author, academic, and software entrepreneur Martha Amram, its CEO. It operates out of Silicon Valley. It comprises 22 employees and has, especially in recent months, added go-to-market partners for its data-as-a-service (DaaS) model, including AWS, Microsoft, Blue Prism, and Laiye. Client success stories include work with UMH Properties, Correlate Infrastructure Partners, and Misfit Markets, a sustainable grocer.

When considering sustainability data, the problem for organizations and their decision makers is that it either doesn’t exist, exists in a terrible format, or is so fragmented throughout organizations and their value chains that it is useless. At HFS, we too often hear criticism that consulting, technology, and business services companies focus too much on the platforms and technology designed to host and leverage sustainability data and give too little attention to finding, preparing, and collating that data.

Organizations and their CFOs increasingly need audit-ready data for sustainability. In other words, they must ensure its accuracy and traceability, often down to a product level. Consider supply chain emissions accounting. The European Union (EU) has new emissions reporting requirements for firms with more than 250 employees or more than €150 million in revenue in the EU. Many global firms will have to comply even if US regulations don’t enforce these Scope 3 supply chain emissions disclosures.

A GLYNT client we spoke with outlined that few, if any, similar firms achieve the same speed of data preparation at a manageable price point. It's often tough for this client to access data like utility bills. There are more than 60,000 utility providers in the US alone, but GLYNT has developed and trained its machine learning-based technology to ingest and process utility bills (and increasingly all manner of sustainability data sources like IOT sensors and procurement logs) without high up-front costs or requiring experience with a particular data source (a specific utility provider, for example).

With only minimal configuration for certain data to be "custom coded" in, GLYNT provides this client with customized sustainability data that is 80% cheaper, 10X faster, and with 20X fewer errors than current systems. While some firms offer data preparation in six to eight weeks, GLYNT delivers in six to eight days (if not sooner). The client attested, "Our data needs to be clean and homogeneous if we're going to develop a project and quantify the benefits—and when a project is done, we want to measure and verify. GLYNT helps us quickly and accurately."

## HFS' take

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Our friend, the CPO, gave us the opening quote for this Hot Vendor report ahead of COP26 in 2021. Little has changed since in the minds of business leaders. We designated GLYNT an HFS OneEcosystem Hot Vendor because it succinctly helps solve the data preparation problem that companies across all industries still face regarding their ability to act on sustainability.

The next level for GLYNT involves articulating itself to the wider market as it moves from the US to Europe and beyond. It must expand its go-to-market partnerships, which already include Salesforce and AWS, and system integrator (SI) firms like Greenlight Consulting and BotTeq. It can also expand partnerships with global CRE firms—especially with clients that may sit at the heart of ecosystems and are able to drive the systems-level change sustainability needs.

## Vendor factsheet

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- **Founded:** 2009
- **Headquarters:** Silicon Valley, CA, USA
- **Key executives:** Martha Amram, CEO, Founder; Chieng Moua, Chief Revenue Officer
- **Number of employees:** 22
- **Funding source:** Privately held
- **Key partners:** Salesforce, Blue Prism, AWS, Laiye, and Benchmark ESG
- **Number of clients:** 30

- **Key clients:** Correlate Infrastructure Partners, UMH Properties, Misfit Markets
- **Domains:** Enterprise sustainability data for operations, compliance, and reporting

**Solution portfolio:** GLYNT Data Engine, GLYNT Control Center, GLYNT's Sustainability Data Framework

**Industry coverage:** CRE, telco, oil and gas, manufacturing, financial services, private investments



# 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, Digital OneOffice™ and OneEcosystem™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation and Process Intelligence, Blockchain, the Metaverse and Web3. HFS has deep business practices across all key industries, IT and business services, sustainability and engineering.

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