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**For Immediate Release**

**Groom Energy Solutions Releases Update to Enterprise Carbon Accounting Software Vendor Study with Pure Strategies and Greentech Media**

**Group provides product and market analysis and names 7 emerging leaders**

**SALEM, Mass., June 2, 2009** – According to an updated report released this week from Groom Energy Solutions, the market for Enterprise Carbon Accounting (ECA) software is growing quickly with the entrance of several new vendors in the first half of 2009. The study provides a current and updated analysis of the ECA market, highlights 12 new vendors and names the seven leaders that have emerged since the report was first published in Dec. of 2008.

In recent months the ECA market has been validated with the entry of software giants Computer Associates and Microsoft, as well as SAP's recent purchase of 2 year-old start-up Clear Standards. The updated report identifies the seven current market leaders as determined by number of customer deployments, technology features, market vision and financial stability. The category leaders are: Enviance, ESS, IHS, Johnson Controls, PE International, ProcessMAP and SAP/Clear Standards,

“The ECA market is growing rapidly with many enterprises looking to evaluate and better understand their options for developing and managing their Carbon footprint,” said Paul Baier, vice president of consulting services for Groom Energy. “The latest version of our report maps out the vendor landscape by area of focus and usability. It is our hope that it will help these organizations put together a short list of solutions to find the software that best suits their needs.”

The report titled “*Enterprise Carbon Accounting: An Analysis of Organizational-Level Greenhouse Gas (GHG) Reporting and a Review of Emerging GHG Software Products*,” was initially created as a guide for organizations considering calculating or currently

tracking and reporting GHG emissions. The update provides more detailed information and analysis on the state of the market and 51 vendors in total. According to the research, although less than 300 companies have purchased or deployed ECA software, it is continuing to grow as businesses find challenges with spreadsheets and realize the advantages of database-driven applications for accurate accounting. There are more than 3,000 organizations worldwide that have calculated the corporate Carbon footprint using spreadsheets.

### **Key findings**

- Organizations expect increased carbon regulation, especially in the U.S. with a new presidential administration;
- Approximately 3,000 organizations worldwide have calculated Carbon emission and approximately 300 have purchased ECA software;
- There are 7 vendors that stand out as leaders in the nascent market;
- The market for ECA software is still developing with less than 300 deployments;
- Despite the early stage of the current ECA market, more than 51 vendors offer software products;
- The number of organizations using ECA software is expected to quadruple in the next two years, driven by businesses that have not traditionally invested in environmental software;
- Organizations evaluating ECA software products in 2009 should consider 20 key software features in their vendor evaluation.

### **Pricing and Availability**

The report is available for \$495 per single user and \$695 for a company license. To review an abstract of the report or to purchase online, visit [www.groomresearch.com](http://www.groomresearch.com).

### **About Pure Strategies**

Pure Strategies provides strategic and operational sustainability consulting services to socially responsible business. For some companies this means offering new value to their customers by producing products with smaller environmental footprints. For others it means reducing bottom line costs through energy, waste and other lean auditing approaches. Pure Strategies has helped some of the nation's leading eco friendly companies deepen their sustainability efforts. Pure Strategies greenhouse gas inventory practice dates back to 1999 when the company prepared Stonyfield Farms' first ever supply chain carbon footprint. Company clients include Seventh Generation, Stonyfield Farms, Mars, Oakhurst Dairy, Unilever, NOLS, Borden Chemical, General Chemical, Rockline, and Timberland. For more information on Pure Strategies please refer to [www.purestrategies.com](http://www.purestrategies.com).

**About Greentech Media**

Greentech Media is an integrated online media company designed to deliver the highest-quality content in the industry, whether it is research, news or critical networking events. Greentech Media is headquartered in Cambridge, Mass., with operations in New York City, San Francisco and Munich. For more information, visit <http://www.greentechmedia.com>.

**About Groom Energy Solutions**

Groom Energy Solutions provides renewable and energy efficiency solutions to companies across the U.S. The company designs, engineers and installs energy technology projects helping reduce costs while positively affecting the environment. These projects include control systems, daylight harvesting, HVAC, lighting and power factor correction and renewable energy solutions such as architectural wind, solar electric and solar thermal systems. In addition, Groom Energy provides climate impact consulting, demand response program participation, energy commodity purchasing, maintenance programs and financing services.

Groom Energy's customers include: Budweiser, EMC Corporation, General Electric, Ocean Spray and Thermo Fisher Scientific among others. For more information please visit [www.groomenergy.com](http://www.groomenergy.com).