



MEDIA CONTACT
Traci Massaro
Groom Energy Solutions
978-255-1231
tmassaro@groomenergy.com

For Immediate Release

Groom Energy Research Study Reveals 2009 Growth in Enterprise Carbon Accounting Software Market Research details latest market sizing, recent investments and acquisitions; selects emerging leaders for 2010

SALEM, Mass., Jan. 19, 2010 –Despite a recessionary economy and stalled environmental regulation, 2009 was a promising year for the emerging Enterprise Carbon Accounting (ECA) software market. According to a [research](#) study released today by Groom [Energy](#) Solutions, more than \$46 million in venture capital was invested in ECA startup companies while software giants Computer Associates and Microsoft entered the market and EnerNOC , IHS and SAP made acquisitions. The research also confirmed the number of corporations now disclosing greenhouse gas emissions (GHG) increased significantly in 2009 and predicts that ECA software purchases will increase 600 percent by 2011.

In ranked order, the three principal factors behind the momentum of the ECA market are:

1. Increased pressure from customers and investors for companies to create a ‘greener’ public image;
2. Cost and energy savings from sustainability investments;
3. Mandates from buyers, like the Walmart Supplier Sustainability Assessment Program that was implemented to measure the environmental impact of supplier operations.

“In light of the economic climate, sales growth for ECA software shows the importance of this emerging category,” said Paul Baier, report [author](#) and vice president of consulting services for Groom Energy. “From politicians like Al Gore and Condoleezza Rice getting involved with startups, to Microsoft, CA, and SAP, entering the market, our prediction that 2009 would be the year of enterprise carbon accounting came to fruition. Our on-going customer and vendor research reinforces our belief that the ECA market will see explosive growth in size and global importance in 2010 and 2011.”

The research report titled, *2010 Enterprise [Carbon](#) Accounting: An Analysis of Corporate-Level Greenhouse Gas (GHG) Emission Reporting and a Review of GHG Software Products*, is the third ECA report from Groom Energy. The first version of the report was released in Jan. 2008 with an addendum in May of 2008, to provide a guide for organizations beginning to track and report their GHG emissions. It was obvious at the time

that many companies had grown beyond traditional tracking means – spreadsheets -- and 40 vendors were already present in the market. The 2010 report now identifies a total of 60 vendors and profiles 20 of them in four category types: environmental health and safety vendors (EHS), new products from large firms, startup companies, and energy management firms.

Eight companies were named *2010 ECA Emerging Leaders* in the report. Ranking was weighted and determined by: number of customer deployments, technology features, market vision and financial stability. The current leaders are: Enablon, Enviance, Hara, IHS, Johnson Controls, PE International, ProcessMAP and SAP. Both Enablon and Hara are newcomers to the list, while the others were named *2009 ECA Emerging Leaders*.

Research Key findings:

- Protecting and enhancing company image, rather than pending GHG regulation, is the top driver among purchasers.
- Supply chain initiatives like the Walmart supplier assessment program will motivate purchases 2010 and 2011.
- Five acquisitions were completed and venture capital investment totaling more than \$46M in startup companies took place in 2009.
- Energy /bill payment vendors established a solid market presence.
- Despite the early stage of the current ECA market, 60 vendors offer software products. Market consolidation is expected to occur in the next two years.
- The number of organizations using ECA software is expected to increase five fold by 2011; investment will be made by companies that have not traditionally invested in environmental software.

Groom Energy will be hosting its next ECA related conference in Boston in April 2010 where many of these findings will be explored in greater detail. Please visit www.groomenergy.com for more information.

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.groomenergy.com.

About Groom Energy

Groom Energy provides consulting and installation of sustainable, renewable and energy efficiency systems for commercial, industrial and institutional customers across North America. From corporate sustainability and whole building energy assessments to delivering turn-key installations, Groom helps companies reduce costs while positively affecting the environment. Projects include solutions for: combined heat and power, demand response, HIF and LED lighting, HVAC, solar photovoltaic, solar thermal, variable frequency drives and water and waste conservation. Groom Energy also offers financing and maintenance services for its customers and partners with utility providers across the country. Groom Energy's customers include: Bed, Bath & Beyond, General Electric, Ocean Spray and Thermo Fisher Scientific among others. For more information please visit www.groomenergy.com or call 978-306-6052.