



Software

Driving forces

Innovation and human capital are closely intertwined sustainability aspects for the software industry. The industry is characterized by rapid technological innovation, which demands a highly qualified, innovative workforce to identify disruptive trends and develop new products. Managing, training and developing employees is therefore crucial for profitability and growth. Customer loyalty and retention are also key drivers for long-term profitability. Furthermore, companies must ensure data security. As a growing amount of confidential data is processed and stored, governments are showing an increasing interest in legislating data privacy. On the consumer side, data security and privacy issues are starting to affect users' choices. Environmental footprint has not traditionally been seen as a critical issue for the software industry, but energy use is a future source of scrutiny as data centers require a constant supply of energy to avoid disruption.

Highlighted criteria & Dimension weight

- Economic Dimension 52%
 - Customer Relationship Management
 - Innovation Management
 - IT Security & System Availability
 - Privacy Protection

- Environmental Dimension 21%
 - Operational Eco-Efficiency
 - Climate Strategy
 - Environmental Policy & Management Systems

- Social Dimension 27%
 - Talent Attraction & Retention
 - Human Capital Development

Sustainability leaders 2019

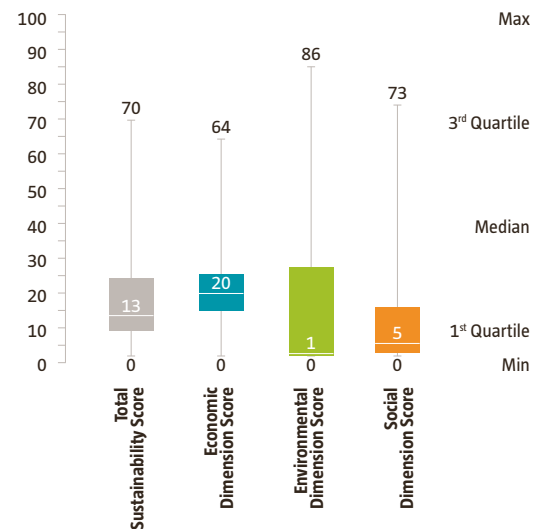
SAM Gold Class ●	
SAP SE	Germany
SAM Bronze Class ●	
Adobe Inc.	United States
Symantec Corp	United States
Sustainability Yearbook Members ●	
Microsoft Corp	United States
salesforce.com Inc *	United States

* SAM Industry Mover

Industry statistics

Number of companies in universe	74
Number of companies assessed in 2018	57
Assessed companies to total companies in universe	77%
Market of assessed companies to total market	96%

Results at industry level



The box-and-whisker plot describes the distribution of scores in the industry, based on all assessed companies. More information is available in the Reading Instructions in the introduction.