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# Renewable Energy at salesforce.com

Erin Decker  
Sustainability Manager  
@erindecker



# Salesforce.com

salesforce  
sales cloud™

salesforce  
platform™

## Enterprise Cloud Computing

salesforce  
exacttarget  
marketing cloud

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service cloud™



# Our multi-tenant platform is efficient

## Multi-Tenancy



The Best of  
Cloud Computing

100,000+ Companies  
Across Every Market

Allianz

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NBCUniversal

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THOMSON REUTERS

Schneider  
Electric

TD Bank

日本郵政  
HOLDINGS

WELLS  
FARGO

24 FITNESS

MrsFields

YAMAHA

# Moving beyond efficiency to renewable energy



“We believe the cloud should be powered by clean energy....we are committing to steadily increase the amount of renewable energy we use...to reach our goal of be fully powered by renewable energy.”


# Our menu of renewable energy options



**Virtual  
PPA**



**Direct  
PPA**



**Competitive  
Electricity**



**Renewable  
Energy  
Credits**

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# Challenges and Opportunities

## Virtual Power Purchase Agreement

### Opportunities

- Potential economic returns
- Energy price hedge
- Visible environmental leadership
- One transaction offsets load, geographically agnostic
- No changes to existing energy operations

### Challenges

- Length of contract terms
- Lack of internal capacity
- Finding the right size project
- Expiration of the PTC
- Uncertainty around cash flows

# Getting internal stakeholder buy in

Finance



**Understand Cash Flow Implications**

Public Relations



**Understand Potential Reputational Brand Halo**

Accounting



**Understand proper accounting treatment, reporting requirements**

Legal



**Understand legal risks**



Thank You