

COP 2019



ENSURING SUSTAINABILITY ALL ALONG



CEO STATEMENT

14.12.2020

António Gutierrez
Secretary-General
United Nations
New York, NY 10017
USA

Dear Mr. Secretary-General,

2019 was an important year for Sprinklr given that our Sustainability Management System was fully implemented and proved very successful. We obtained international recognition, such as an Ecovadis Gold Standard, which brings us closer to all our stakeholders and to our main cause: addressing sustainability in all we do. Moreover, 2019 was the year we introduced greater digitalization into our internal systems, such as in HR, enabling our processes and procedures to be better monitored and run more effectively. In a world subject to ever increasing international competition. Backed by a solid organizational structure and years of experience, our company continues to transform itself with a continuous improvement mindset at the heart of all that we do.

Sprinklr, by embracing the values of the UNGC and displaying a responsible attitude, is ready to respond to the social, environmental and economic challenges of today's world.

We recognize that a key requirement for participation in the Global Compact is submitting an annual Communication on Progress (COP). We commit to yearly communicate the initiatives we have implemented according to the Global Compact COP policy, which includes:

- A statement signed by the Chief Executive expressing continuous support for the Global Compact and renewing our ongoing commitment to the initiative and its principles.
- A description of the practical actions we have undertaken to implement
- The Ten Principles.
- Measurement of outcomes of our initiatives.

I am personally committed to supporting the Global Compact and acknowledge that we all have a role to play in this initiative. Respecting the Ten Principles of the UNGC and engaging our stakeholders is very important to us.

Sincerely yours,
Ragy Thomas- CEO

CONTENT



COMPANY
OVERVIEW



STAKEHOLDERS &
SUSTAINABILITY



10 UN PRINCIPLES:
IMPLEMENTATION &
RESULTS

COMPANY OVERVIEW

Every day, thousands of the world's largest companies use Sprinklr to market, advertise, research, care, and engage consumers across 23 social channels, 11 messaging channels, chat, SMS, and email.

Sprinklr is the only platform for all digital customer experiences.
Purpose-built to break down silos.



Offices in
15
countries



Living in
24
time zones



Speaking
27
languages



EMEA HQ:
London



HQ in:
NYC



APAC HQ:
Singapore

BOARD OF DIRECTORS



Ragy Thomas
Founder & CEO



Carlos Dominguez
Vice-Chairman of the Board
& Chief Evangelist



John Chambers
Founder and CEO
JC2 Ventures



Yvette Kanouff
Partner
JC2 Ventures



Matthew Jacobsen
General Partner
ICONIQ



Neeraj Agrawal
General Partner
Battery Ventures



Ed Gillis
Business Consultant
and Private Investor



Tarim Wasim
Partner
Hellman & Friedman (H&F)

PRODUCTS & SERVICES

Customers use Sprinklr to generate 100's of millions of dollars in value – across 45 common use cases that are pre-configured, easily enabled and come with built-in value realization dashboards to track progress towards their goals.



Our foremost goal through our suite of professional services is to ensure that customers consistently find a return on your investment and reach new levels of success as a business. We apply the right mix of advisory and hands-on support across people and process optimization to make sure that they are successful in their digital transformation journeys.



Moderation Services



Strategy & Analysis



Managed Services



Transformational



Enablement



Success Management

STAKEHOLDERS

People

Expectations: Sprinklr employees want to work in the best possible working conditions, to have the opportunity to evolve and grow inside the company, and to be recognized for their achievements.

Challenges: Wellbeing@Work, Employee engagement, Brand appeal.

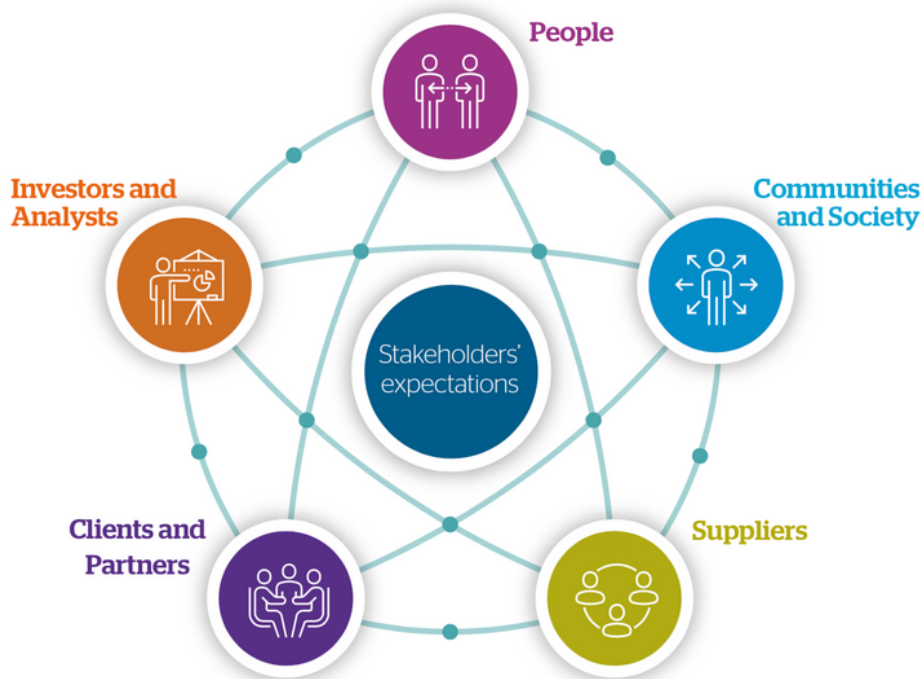
Value created by Sprinklr: Generate employees' satisfaction, Develop knowledge and skills, Focus on Talent Management, Encourage social collaboration, Instill Sprinklr culture.

Communities and Society

Expectations: Civil society and local communities expect from Sprinklr a positive socio-economic impact from the Group's operations, job creation, new technologies and the use of digital solutions to drive progress while preserving the environment.

Challenges: Savings, Performance, License to operate.

Value created by Sprinklr: Reduce and offset environmental impacts, Generate sustainable profits on operations to support innovation, Have a positive and long-term impact on local economies, Power social progress and digital inclusion.



Investors and Analysts

Expectations: Sprinklr investors expect profitability, clarity and transparency. They need to be informed about the Group strategy and how Sprinklr will allocate its resources.

Challenges: Integrated thinking, Transparency, Credibility.

Value created by Sprinklr: Develop long-term relationships with investors, Disclose publicly sustainability KPIs, Better integrate non-financial and long-term factors.

Clients and partners

Expectations: Against a backdrop of dramatic technological and social change, Sprinklr's clients expect to benefit from the right digital tools and expertise to meet their own challenges and to develop their own businesses. They expect Sprinklr to be a dependable, resourceful and committed partner on their digital transformation journey.

Challenges: Customer satisfaction, Client trust, Anticipation of future clients' needs.

Value created by Sprinklr: Accelerate leadership, Develop market share, Build competitive advantages, Power innovative mindsets and capabilities. Maintain mutual trust with our business partners.

Suppliers

Expectations: Sprinklr has developed a strong ecosystem of suppliers to help it build new services and reach new markets. Sprinklr suppliers expect a long-term contractual relationship from Sprinklr, based on trust, fairness and shared ethical values. Challenges: Collaboration, Knowledge sharing, Efficiency.

Value created by Sprinklr: Guarantee high quality of services, Create synergies within Sprinklr ecosystem, Minimize risks within the supply chain.

SUSTAINABILITY



Supporting the transition to a low-carbon economy, Sprinklr is expected to improve the efficiency and resilience of its operations and mitigate the risks arising from natural disasters.



Being a responsible employer, Sprinklr has the responsibility and ambition to support a diverse, talented and motivated workforce, and to provide its employees with the skills they need for digital transformation.



Generating value with co-innovation and sustainable business solutions, Sprinklr is expected to design and deliver end-to-end solutions with its partners' ecosystem, meeting the challenges of its customers, including their security and data protection concerns.



Being an ethical and fair player within its sphere of influence, Sprinklr takes responsibility for securing strong corporate governance and applies worldwide ethical standards shared along the whole value chain.

Energy Consumption	Health and Safety	Corruption & Bribery	Intercompany Sharing
CO2 emissions	Discrimination and Harassment	Anticompetitive Practises	Community Volunteering
Waste Management	Working Conditions	Respect Intellectual Property Rights	
Water Management	Social Dialogue	Consumer/Client data protection and confidentiality	
Sustainable Procurement	Training & Career Management		



ENVIRONMENT

At Sprinklr, we are aware of the global challenges the environment is continuously facing and want to take an active role in assuring the impact of our activities is controlled, prevented and measured in order to continuously improve. In this sense, we have developed this policy on Environment and Sustainable Procurement to establish a common understanding of our principles, commitment and responsibilities.

To manage energy consumption, we commit to:

- Measure, record, and report on significant energy consumption, using methods well defined in internationally agreed standards.
- Realize energy savings wherever possible in the organization, including purchasing of energy efficient goods and development of energy efficient products and services.
- Promote and train all employees on energy consumption best practices.

To manage climate change impacts and CO2 emissions, we commit to:

- Identify the sources of CO2 emissions and define the boundaries (scope) of our responsibility.
- Measure, record, and report on significant CO2 emissions, using methods well defined in internationally agreed standards.
- Implement optimized measures to progressively reduce and minimize CO2 emissions within our control and encourage similar actions within our sphere of influence.

To manage waste impacts, we commit to:

- Identify the sources of waste.
- Measure, record and report on our significant uses of waste.
- Implement resource efficiency measures to reduce the production of waste considering best practice indicators and other benchmarks.
- Use recycled materials and reuse waste as much as possible.
- Promote sustainable procurement.
- Promote sustainable consumption.

UN PRINCIPLES

Principle 7- Businesses should support a precautionary approach to environmental challenges; Principle 8- undertake initiatives to promote greater environmental responsibility; and Principle 9- encourage the development and diffusion of environmentally friendly technologies
SDGs: 7, 12 & 13

To manage water impacts, we commit to:

- Identify the sources of water.
- Measure, record and report on our significant uses of water.
- Implement resource efficiency measures to reduce the production of water, considering best practice indicators and other benchmarks.

To promote social responsibility in our value chain, we recognize our accountability in:

- Integrating ethical, social, environmental and gender equality criteria, and health and safety, in our purchasing, distribution and contracting policies and practices to improve consistency with social responsibility objectives.
- Encouraging other organizations to adopt similar policies, without indulging in anticompetitive behavior in so doing.
- Carrying out appropriate due diligence and monitoring of the organizations with which we have relationships, with a view to preventing compromise of the organization's commitments to social responsibility.
- Promoting fair and practical treatment of the costs and benefits of implementing socially responsible practices throughout the value chain, including, where possible, enhancing the capacity of organizations in the value chain to meet socially responsible objectives.

This includes adequate purchasing practices, such as ensuring that fair prices are paid and that there are adequate delivery times and stable contracts.



ENVIRONMENT

RESULTS

KPIs / Indicator	Target	Metric	2017	2018	2019
Electric Consumption	Reduction of 2% annually	KWH	8858967	9552433	6075933
CO2 Travel Emissions	Reduction of 2% annually	Kgs CO2	1450221	1452738	4551777
% of people with access to recycling bins	90-100%	%	100%	99%	100%
% of total employees that work with Printers set up to print in black and white and double-sided by default	90-100%	%	N/A – Data not held.	97%	100%
% of total employees working in an area with printing consumption stickers displayed.	100%	%	N/A – Data not held.	43%	100%
% of total employees working in an area with water fountains available?	90-100%	%	N/A – Data not held.	99%	100%
% of total employees in facilities where plastic bottles of water being purchased for consumption on site?	Reduction of 2% annually	%	N/A – Data not held.	38%	0%
% of total employees working in an area with water consumption stickers displayed.	100%	%	N/A – Data not held.	43%	100%

POLICIES & PROCEDURES

[CSR Statement](#)
[Global Code of Conduct](#)
[Risk Management](#)
[Environment and Sustainable Procurement Policy](#)
[Supplier Code of Conduct](#)
[Ethical Philosophy](#)



PEOPLE

We believe that our workforce is vital to the success of our business. We acknowledge that we all spend a great deal of our lives at work, therefore our teams should be happy and fulfilled in their working lives.

UN PRINCIPLES

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

SDGs: 4 & 5

Health and Safety:

- Risk Assessment of Health and Safety in all offices (labor risks).
- Provision of protective equipment to all impacted employees, if applicable.
- Formal targets to reduce occupational injury and illness rates.
- Provide the possibility to create joint labor management and health and safety committees
- Training / Newsletters to all employees on health and safety risks and good working practices.
- Mandatory health check-ups for all employees.
- Regular inspections and/or audits to ensure safety of equipment and facilities.

Discrimination & Harassment

- Proactive measures to prevent discrimination during recruitment phase, such as not being required to specify gender, race, religion or age.
- Awareness training / newsletters to prevent discrimination and/or harassment.
- Auditing of internal controls to prevent discrimination and/or harassment.
- Provision of working conditions and infrastructure to accommodate employees with disabilities (e.g. work stations), if applicable.
- Whistle-blower procedure on discrimination and harassment.
- Measures to promote wage equality in the workplace (e.g. equal pay for equal work).
- Measures to promote gender and racial equality in the workplace, such as being an equal opportunities employer.

Working Conditions:

- Interactive communication sessions with employees with regards to working conditions (e.g. seminar, working groups).
- Company-wide promotion of employee initiatives regarding working conditions, including encouraging employees to request changes to their working environment.
- Official measures to compensate atypical working hours.
- Official measures to promote work and life balance.
- Additional rest periods or vacations, above legal requirements .
- Company-specific health care programs for employees.
- Transparency (process and criteria communicated to all employees) on our remuneration system.
- Policy to have fixed salaries systematically above minimum legal requirements (when applicable).
- Company Chart or code of conduct on personal usage of IT by employees.
- Transparency to employees on security and monitoring devices.

Social Dialogue

- Public commitment to promote and facilitate structured labor relations.
- Local employee representative bodies.

Training & Career Management:

- Transparent recruitment process (communicated clearly and formally to all candidates).
- Regular assessment (at least once a year) of individual performance.
- Setting of individual development and career plans for all employees.
- Official measures promoting career mobility.
- Priority given to internal recruitment.
- Provision of skills development training.
- Official measures to anticipate or reduce layoffs and associated negative impacts (e.g. financial compensation, outplacement service).



PEOPLE

UN PRINCIPLES

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

SDGs: 4 & 5

RESULTS

KPIs / Indicator	Target	Metric	2017	2018	2019
% of all operational sites for which an employee health & safety risk assessment has been conducted.	100%	%	100%	100%	100%
% of the total workforce across all locations represented in formal joint management-worker health & safety committees*	informative	%	3.06%	2.61%	8.94%
% of the total workforce across all locations who are covered by formal collective agreements concerning working conditions *	informative	%	3.06%	5.44%	8.54%
% of the total workforce across all locations who received regular performance and career development reviews	100%	%	100%	100%	100%
% of the total workforce across all locations who received career- or skills-related training	100%	%	100%	100%	100%
% of the total workforce across all locations who received training on preventing discrimination and human rights violations	100%	%	100%	100%	100%
Percentage of disabled workers out of total workforce	informative	%	Not available	N/A – Data not held.	0.23
Percentage of women in top executive positions.	increase 2%	%	20.68%	29%	21%
# discrimination incidents	0	#		0	0

POLICIES & PROCEDURES

- Global Family Leave
- Global Referral Policy
- Internal Mobility Guideline
- Ethical Trading Policy
- Security Manual
- CSR Statement
- Global Code of Conduct
- Risk Management
- Training Policy
- Guideline Internal audit & Controls
- Ethical Philosophy
- Working from Home Policy



ECONOMY

It is our policy to conduct all of our business in an honest and ethical manner. We take a zero-tolerance approach to bribery and corruption and are committed to acting professionally, fairly and with integrity in all our business dealings and relationships, wherever we operate. Further, we actively implement and enforce effective systems to counter bribery and corruption. We will uphold all laws relevant to countering bribery and corruption in all the jurisdictions in which we operate.

Corruption & Bribery

- Signature acknowledgement of anti-corruption policy required for all employees.
- Specific approval procedure for sensitive transactions (e.g. gifts, travel).
 - Specific procedures for retaining and using third-party intermediaries (i.e. due diligence, certifications).
- Structured mechanisms to deal with policy violations.
- Secure communication channel for employees to seek advice or voice concerns.
- Training program on anti-corruption principles.
- Internal audit on compliance, based on our anti-corruption and bribery policy and controls.

Anticompetitive Practices

- Acknowledgement of anti-competitive practices policy required for all concerned employees.
- Structured mechanisms to deal with policy violations i.e. potential sanctions.
- Secure communication channels for employees to seek advice or voice concerns.
- Training program / newsletter on anti-competitive practices.
- Internal audit on compliance, based on our anti-competitive practices policy.

UN PRINCIPLES

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

SDGs: 8 & 10

Respect Intellectual & Property Rights

- Conducting investigations on third parties' patents/trademarks at initial stages of R&D.
- Conducting investigations on third parties patents/trademarks at all stages of product development.
- Systematic intellectual property audit to prevent/ identify potential infringements.
- Measures to prevent counterfeiting of other products.

Consumer / Client data protection and confidentiality

- Measures to limit types of data collected and stored.
- Measures to protect customer/client data from unauthorized access or disclosure.
- Measures to consult customers/clients on personal/confidential data.
- Internal data protection audits.
- Web-based or in-person training program on data protection and confidentiality.
- Process to safely destroy confidential data of client/customers.



ECONOMY

RESULTS

KPIs / Indicator	Target	Metric	2017	2018	2019
Total number and nature of confirmed incidents of corruption.	0	#	0	0	0
% of all operational sites with an information security management	100%	%	100%	100%	100%

POLICIES & PROCEDURES

Ethical Trading Policy
Security Manual
CSR Statement
Global Code of Conduct
IT Acceptable Use
Obligation Data Security
Risk Management
Social Media
Anticorruption & Bribery
Global Travel & Expense Reimbursement
Guideline internal audit & Controls
Ethical Philosophy