

# Leveraging Data

Making Data Driven  
Decisions with CarbonCure

**HANNAH LEBLANC**

Special Projects Engineer (EIT)  
CarbonCure Technologies



## CarbonCure's Background

- Small team of mostly Canadians supporting a growing fleet of systems in American Concrete plants
  - Being able to talk to, and hear from our systems helps to prioritize support and minimize unnecessary travel
- Receive system telemetry from installed systems since 2017
  - Full reporting of injections, alarms, and sensor readings
- In 2020 began pursuing carbon credits
  - This required batching data associated with CarbonCure concrete



## Where did this take us?



**In-house  
development  
team**



**Customer  
interface**



**Employee  
interface**



**Backend  
and Server**



**Proactive  
customer  
support**



Leveraging Data: Making Data Driven Decisions with CarbonCure

## Where did this take us?



Complete control of the  
build process



An External tool for our customers  
to get the information they want,  
when they want it



Internal tools that standardize  
processes, increase efficiency,  
build trust across departments



Internal Database and Server



Business Intelligence tools allow  
for rapid iteration and validate  
concepts before developing



Shared credit revenue



Leveraging Data: Making Data Driven Decisions with CarbonCure

## Building a Data Centric Culture



Leveraging Data: Making Data Driven Decisions with CarbonCure

# Getting Started



Getting Started | Failing Fast | Building Trust | Embracing Accountability

## Keep it Simple

- ✓ Set expectations around data handling
- ✓ Don't worry about getting it perfect
- ✓ Share findings across teams



Leveraging Data: Making Data Driven Decisions with CarbonCure

7

# Failing Fast



Getting Started | **Failing Fast** | Building Trust | Embracing Accountability

## Rapid Iteration

- ✓ Don't be afraid to change approaches
- ✓ If something is not working stop doing it!
- ✓ Open to feedback from any background
- ✓ Consider all perspective, especially of those you expect or want to be using your data



Leveraging Data: Making Data Driven Decisions with CarbonCure

9

# Building Trust



Getting Started | Failing Fast | **Building Trust** | Embracing Accountability

# Trust is Paramount

- ✓ Building trust in the data  
Software principle: Single Source of Truth
- ✓ Building trust in the team  
Data management  
Responding to questions
- ✓ Building trust in the system  
Support user engagement  
Provide users access to data  
Data privacy



Leveraging Data: Making Data Driven Decisions with CarbonCure

11

# Embracing Accountability



Getting Started | Failing Fast | Building Trust | **Embracing Accountability**

## Data Only as Good as your Intentions

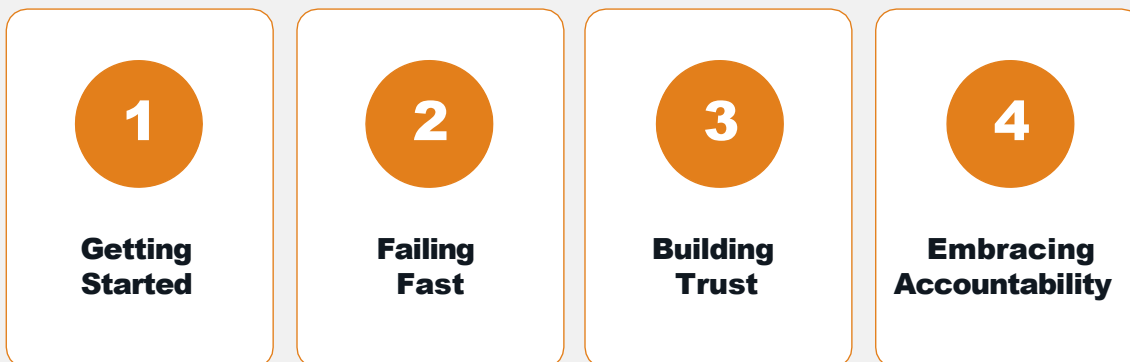
- ✓ Setting expectations around data entry and making sure all fields are 'owned'
- ✓ Data-backed goals
  - Achievable
  - Willingness to pivot
  - Open conversation if its the wrong metric for the team



Leveraging Data: Making Data Driven Decisions with CarbonCure

13

## Building a Data Centric Culture



Leveraging Data: Making Data Driven Decisions with CarbonCure

## Successes at CarbonCure



3rd Party Verified Carbon Credits



Streamlined Onboarding Process



Production Volume Analysis and Reporting



Standardize Commissioning Report



Leveraging Data: Making Data Driven Decisions with CarbonCure

# Thank You!

**Hannah LeBlanc**

Special Projects Engineer (EIT)  
[hleblanc@carboncure.com](mailto:hleblanc@carboncure.com)

