

CloudApps Empowers its Customers to Cut Emissions with Salesforce Chatter

Submitted by: CloudApps

Wednesday, 3 November 2010

~ Sustainability management leader enhances visibility with Salesforce Chatter ~

ISV momentum on Force.com builds as Dreamforce 2010 approaches

LONDON, November 3rd 2010 - CloudApps (<http://www.CloudApps.com>), the enterprise application leader in sustainability and energy efficiency solutions, today announced it has enabled Salesforce Chatter (<http://www.salesforce.com/uk/chatter/>) within its applications, to help its customers monitor their sustainability initiatives and internally, amongst its staff, to improve productivity and accelerate employee decision making. Built using Force.com, the enterprise cloud computing platform, CloudApps is immediately available for test drive and deployment on AppExchange 2 at <http://www.salesforce.com/appexchange/>.

CloudApps provides cloud-based applications that are transforming companies by rapidly embedding sustainability into the core of their business. This allows companies to reduce energy, water and waste costs, enhance their brand and eliminate compliance risk, whilst creating engaged and passionate employees. CloudApps will be attending Dreamforce 2010, the cloud computing event of the year, at Moscone Convention Center in San Francisco December 6 – 9, 2010.

CloudApps has launched its CloudApps Sustainability Suite (<http://sites.force.com/appexchange/listingDetail?listingId=a0N30000003Heu5EAC>) on salesforce.com's ChatterExchange2. CloudApps now includes support for Salesforce Chatter, the industry's first real-time enterprise social collaboration tool. Inspired by popular social networking sites like Facebook and Twitter, Salesforce Chatter uses many recognised social features such as profiles, status updates and real-time feeds.

Most organisations operate in departments and silos, each of which is relatively autonomous from the rest. However, CloudApps highlights that sustainability is an area that runs across all aspects of an organisation and needs to be monitored and managed accordingly. The functionality provided by Chatter enables all stakeholders to monitor all of a company's sustainability efforts, providing real-time updates across the entire business, from remote smart energy devices to global environmental projects.

Chatter allows all stakeholders to get a single view of each of the elements of their sustainability projects and see how their contributions impact the overall business. Employees can now collaborate on waste recycling targets through Chatter in the same way as Social Media users would follow a friend or colleague.

"One of the biggest barriers faced by organisations as they attempt to work towards genuine sustainable business practices, is how to engage with their employees. CloudApps aligns everyone behind stated sustainability goals and enables employees to collaborate to achieve those goals," said Simon Wheeldon, CEO at CloudApps. "Salesforce Chatter takes our sustainability application to the next level, by allowing employees to easily collaborate and communicate on sustainability projects, receive alerts and

view the metrics and budgets on any of these initiatives. This drives true behavioural change across the business.”

“Several of our competitors have their own cloud computing solutions. However, thanks to the great work done by salesforce.com, CloudApps is proud to say that it develops its sustainability tools on one of the most energy efficient platforms available,” concluded Wheeldon.

As a salesforce.com customer, CloudApps is also using Chatter within its own organisation to help enhance productivity. As a result, CloudApps has seen a marked reduction in email and has been able to become more nimble in its response to the rapidly changing regulations in carbon emission compliance reporting.

“The regulatory environment evolves relentlessly and requirements are changing on an almost daily basis,” explained Wheeldon. “Chatter allows us to collaborate and quickly agree on the right sustainability guidelines and strategies for our customers, allowing us to continue to drive unprecedented levels of customer success.”

[ENDS]

About the Force.com Platform and AppExchange 2

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM (<http://www.salesforce.com/>) applications, more than 800 ISV partner applications like those from CA Technologies, FinancialForce.com and Fujitsu, and 170,000 custom applications used by salesforce.com’s 82,400 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel. Force.com also enables developers to make any enterprise app social by leveraging the social collaboration components including profiles, status updates, and real-time feeds available with Chatter.

About CloudApps

CloudApps is the leading provider of sustainability and energy efficiency solutions that are transforming visionary companies by rapidly embedding sustainability into all aspects of their business. Resulting in reduced energy, water and waste costs, enhanced brand, the elimination of compliance risks and engaged and passionate employees.

CloudApps is delivered on the worlds most innovative and agile cloud-computing platform, Force.com, from cloud-computing market leaders salesforce.com.

For more information, please visit <http://www.cloudapps.com>.

Media Contacts
CloudApps PR
Paul Maher

Positive Marketing
020 8237 1104 / 07900 600013
pmaher@positivemarketing.org

Salesforce PR
Fiona Bates
LEWIS PR
0207 802 2626
fionab@lewispr.com