

CLOUDAPPS UNWRAPS SUSTAINABILITY SUITE WITH WINTER '11 LAUNCH

Submitted by: CloudApps

Tuesday, 7 December 2010

Driving sustainability across the enterprise, engaging every employee as cloud computing leaders converge at Dreamforce 2010

SAN FRANCISCO – Dreamforce 2010 – Dec. 7, 2010– CloudApps (<http://www.cloudapps.com>), already an enterprise application leader in the management of carbon as a business asset, today announced the debut of innovative new functionality that enables organizations to rapidly embed sustainability across their entire business, helping to reduce cost and enhance brand value. The announcement was made at Dreamforce 2010, the cloud computing event of the year, where CloudApps is a silver sponsor.

The new CloudApps release, built on the low-energy, award-winning Force.com enterprise cloud computing platform (<http://www.salesforce.com/platform>), is CloudApp's fourth full technology release. Its solution has already been adopted by global brands such as waste management giant Veolia (<http://www.cloudapps.com/press008.html>), semiconductor supplier ARM (<http://www.arm.com>) and fitness club leader LA Fitness (<http://www.cloudapps.com/press002.html>).

The Winter '11 edition builds on the ability to monitor, disclose and reduce an organization's consumption of natural resources, including energy, transport, water and waste. Winter '11 debuts innovative new functionality that allows customers to rapidly align their entire organization behind stated sustainability goals and engage with every employee, enabling them to track their personal contribution, suggest new sustainability ideas and collaborate with others on sustainability initiatives. The new features include:

1. Business Alignment – driving ownership across the organization, aligning business structures behind sustainability goals through budgets, targets and forecasts

2. Employee Engagement – empowering every employee to "make a difference" by providing personalized sustainability information right to their desktop, including performance tracking and trending, sustainability suggestions, ideas submission and improvement program collaboration

3. Community Engagement – harnessing the wisdom of customers, suppliers & partners to generate new ideas for sustainability initiatives

4. Social Sustainability – bringing social networking style collaboration to sustainability initiatives, that drives employee involvement and success

"Our Winter '11 release signals an acceleration towards sustainability for CloudApps," said Simon Wheeldon, CEO, CloudApps. "We are reaching far beyond the management of carbon as a business asset and are now able to help organizations to manage their entire sustainability strategy, engender ownership across the business and engage with every single employee to accelerate sustainability success. While many others are slowly waking up to the new realities of limited energy and the continuing austere times, we have recognized that tomorrow's leading brands will use sustainability to reduce costs, distinguish themselves and gain competitive advantage."

CloudApps offers potential enterprise customers the chance to trial CloudApps Winter '11, without the need for any software or hardware, free for 30 days, here (http://www.cloudapps.com/contactus_demo.html).

Dreamforce is the industry's leading global cloud computing event focused on inspiring customer, partner and developer success with cloud computing. Attendees will learn how to maximize their current investments and explore new offerings across Salesforce Chatter, Sales Cloud, Service Cloud, Force.com and more. Over the past 10 years the cloud computing economy has radically changed the way companies operate. Now as we enter the next phase, cloud computing is becoming inherently social, realtime and mobile. Dreamforce is where this transition is happening with hundreds of salesforce.com partners exhibiting the latest cloud offerings, as well as training sessions, seminars and breakout sessions.

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About CloudApps

CloudApps is the leading provider of sustainability & energy efficiency solutions that are transforming visionary companies by rapidly embedding sustainability into the core of their business. Resulting in reduced energy, water & waste costs, enhanced brand, the elimination of compliance risks and engaged & passionate employees. Delivered on the worlds most innovative and agile cloud platform. For more information, please visit <http://www.cloudapps.com> (<http://www.cloudapps.com>).

About the Force.com Platform and AppExchange

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/> (<http://www.salesforce.com>) applications, more than 1,000 ISV partner applications like those from CA Technologies, FinancialForce.com and Fujitsu, and 185,000 custom applications used by salesforce.com's 87,200 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.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the salesforce.com AppExchange 2 marketplace (<http://www.salesforce.com/appexchange/>), now featuring the ChatterExchange.

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