

CloudApps discounts unnecessary energy spend for £3.2billion retailer Sears Canada

Submitted by: CloudApps

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CloudApps' software to speed up Canadian retailer's auditing process from months to weeks

LONDON 4 JULY 2012 – CloudApps (<http://www.cloudapps.com/>), the award-winning provider of sustainability performance management software, has signed retail giant Sears Canada (<http://www.sears.ca/homepage/>) as its latest customer. CloudApps will deploy its Sustainability Suite across Sears' portfolio, including 122 full-line stores, 48 Sears Home stores and 11 outlet stores. CloudApps will capture carbon, energy and waste data from the sites, encouraging site managers to be responsible for reducing usage.

Sears is extremely conscious about its environmental impact and is constantly seeking innovative ways to reduce its overall footprint. It is a market leader in encouraging customers to buy Energy Star (<http://www.sears.ca/services/installed-home-improvements/more-home-services/energy-star-retailer>) qualified products and is implementing a sustainability culture across its internal operations. Previously, Sears had a clear but time-intensive reporting process, using complex spreadsheets to report on energy use and waste management. However, it wanted to provide more people in the company with quicker and more flexible access to the data, allowing employees to rapidly analyse areas for improvement.

In addition to the quality of its reporting and analytics, CloudApps was chosen for its ability to measure store and employee performance towards sustainability goals. This level of accountability enables site managers to track overall and specific progress to see how their site is operating in real-time.

CloudApps further automates Sears disclosure reporting -previously a manual process- allowing it to disclose environmental performance to the Carbon Disclose Project (<https://www.cdproject.net/en-US/Pages/HomePage.aspx>) (CDP) in half the time.

Commenting on the new programme, James Gray-Donald, Sears Sustainability Leader, believes CloudApps will give responsibility to the operations managers to limit their site's environmental footprint. "At Sears, we are always looking to improve our business and make it more successful. We spent two years looking for the right solution to bring our environmental data to life. With the depth and breadth of analytics provided by CloudApps, site managers will have total visibility of what is being used; it is expected that performance incentives will be offered if they meet certain targets."

Peter Grant, CEO CloudApps, believes the retail industry is well placed to take advantage of flexible cloud-based solutions. "The retail industry has always been a leader in innovation and by implementing the latest technology Sears is now paving the way in sustainability. It is serious about its impact on the world and using the cloud is the fastest and most cost-effective way to deliver solutions to its multiple sites. CloudApps is powering retail giants such as Sears and Lush Cosmetics to cut costs faster, dramatically reducing the substantial amount of a business' budget that is spent on running lights, heating offices and managing waste. "

Gray-Donald believes Sears will begin seeing real change from the implementation within 12 months.

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About CloudApps

CloudApps is an award-winning provider of sustainability and energy management software, enabling visionary organisations to make exceptional cost savings and meet sustainability targets by aligning the entire enterprise behind corporate sustainability goals.

No other software suite solves the sustainability challenge by connecting the sustainability efforts of employees on the front-line, or “bottom-up”, with the “top-down” commitments made by management.

By giving each employee visibility to their team and their own impact and suggesting actions through an innovative desktop application, CloudApps drives the behavioural change required to accelerate a reduction in the consumption of natural resources at the workplace, resulting in significant cost savings. CloudApps is a Carbon Disclosure Project (CDP) 2012 accredited and recommended solution and is delivered on the world’s most energy efficient cloud-computing platform (Force.com) delivered by market-leader salesforce.com

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

About Sears

Sears Canada is a multi-channel retailer with a network that includes 196 corporate stores, 278 hometown dealer stores, 29 home services showrooms, over 1,500 catalogue and online merchandise pick-up locations, 105 Sears Travel offices and a nationwide home maintenance, repair, and installation network. The Company also publishes Canada’s most extensive general merchandise catalogue and offers shopping online at www.sears.ca.

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