

CloudApps picks up prestigious BusinessGreen Gong

Submitted by: CloudApps

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CloudApps awarded industry-leading accolade for engaging 8000 salesforce.com employees in driving down carbon emissions and cost.

LONDON JULY 5 2012 – CloudApps (<http://www.cloudapps.com/>), the provider of sustainability performance management solutions, has been awarded the ‘Green IT Project of the Year’ at the BusinessGreen Leaders Awards (<http://events.businessgreen.com/leadersawards/static/home>). The London-based business beat competition from Capgemini, Linklaters LLP and Virgin Trains. The black-tie event at the Royal Garden Hotel is a celebration of the contribution made to the green economy by businesses and individuals.

CloudApps’ ability to measure data from over 1300 sources on salesforce.com’s global portfolio and the engagement of its 8000 employees toward minimising energy consumption by using social business techniques put CloudApps ahead of the competition. The latest recognition for CloudApps follows its win of the ‘Best cloud computing solution (<http://vimeo.com/32972032>)’ category at the Greenbang awards in December.

James Murray, chairman of the awards, explained why CloudApps deserved the award: “Salesforce.com and CloudApps emerged as worthy winners in this highly competitive category as the companies worked together to deploy the innovative SuMo system, providing Salesforce employees with instant access to information on their environmental performance. The judges were hugely impressed by the technology’s ability to engage employees with green messages and track the organisation’s environmental impact.”

Peter Grant, CEO CloudApps, was delighted with the latest recognition and promises there is more to come: “This award really validates what we are trying to achieve at CloudApps. Our belief that employees are the driving force of sustainability has now been acknowledged against tough competition by industry and government leaders. We must all keep encouraging workforces across the world to become more sustainable and CloudApps’ technology is available to help them.”

With the launch of mandatory carbon reporting (<http://www.businessgreen.com/bg/news/2186281/mandatory-carbon-reporting-firms-cards>) for large UK businesses approaching, CloudApps is a name to be remembered.

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About CloudApps

CloudApps is a multi 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>.

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