

CloudApps chosen by British Business Embassy in run-up to London 2012

Submitted by: CloudApps

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UK start-up wins place alongside US giants Cisco, Facebook and IBM

LONDON, 27 July 2012 – UK sustainability software leader CloudApps (<http://www.cloudapps.com/>) has been invited to take part in a UK-government backed online showcase of technology leading SMEs, which coincides with the visit of worldwide business leaders to London for the Olympics.

The Global Business Summit on ICT (Information and Communications Technologies) has been organised by the UK Trade & Investment (<http://www.ukti.gov.uk/home.html?guid=none>) as part of its London 2012 international economic legacy remit. CloudApps was selected as one of the companies to feature as part of an online Best of British showcase after the organisers received over 250 applications.

Around 400 delegates will attend the 3rd August event, with a much larger online business community. The event will be held at royal residence, Lancaster House, and speakers include Ministers, as well as leaders from UK technology companies such as BT, ARM and Logica as well as international ICT leaders. In addition to the high-level government and trade attendees, there will be a chance for the business globally to attend a 'virtual conference' which will last six months from the 3 August.

CloudApps CEO, Peter Grant said: "We have always believed ours is a sector where the UK leads the world and we are delighted to be chosen by UK Trade & Investment to represent our country at such a prestigious event. The London Global ICT Summit is the perfect platform to display how CloudApps helps global businesses manage down their energy and other costs through employee engagement. With this level of government support, we can really claim to be out in front."

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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 solution, and is delivered on the world's most energy efficient cloud-computing platform (Force.com) delivered by market-leader salesforce.com