

CloudApps SuMo wrestles workforce sustainability goals

Submitted by: CloudApps

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Game mechanics motivates employees to reduce waste by up to 15%, increasing profits, enhancing brands and sustaining jobs

LONDON, UK – October 9th, 2012 – CloudApps (<http://www.cloudapps.com>), the sustainability software leader, today announced the launch of SuMo (<http://www.cloudapps.com/sustainability-software-products/employee-engagement-sumo-new/>), the first fully functioning mobile application converting employee behaviour into profits. Available immediately via the iPad and iPhone, SuMo is delivered via CloudApps' award-winning Sustainability Suite and is being extensively rolled out within major global organisations.

Companies increasingly value workforce engagement with their corporate sustainability goals. Their customers, both consumers and B2B, value the 'greening' of both internal and supply chain operations, rewarding provable actions with the brand uplifts enjoyed by today's leaders in corporate sustainability – many actively reviewing CloudApps' technology.

SuMo's intuitive interface promotes engagement, collaboration and competition among teams, offices, and individuals to decrease wastage on non-salary employment costs such as business travel, energy, heating, cooling, lighting, water and waste (landfill costs). It also promotes an increase in Corporate Social Responsibility activity, such as volunteer hours and fund raising which in turn creates a stronger brand image.

Employees using SuMo are engaged via game mechanics including challenges, leader boards, badges, points and rewards as well as social media elements which allow users to collaborate and achieve their personal targets faster. SuMo includes an idea management platform so users can submit suggestions to improve overall corporate sustainability. The result is an app that gradually alters employees work time behaviour while on the move or at their desks. Real time social graph technology allows businesses to reward individuals or teams excelling at meeting personalised targets, which roll up into corporate goals.

Built on the Force.com Platform, the world's leading cloud platform for social and mobile business apps, SuMo has proven employee engagement results. Companies' trialling the beta version have already demonstrated a 9% reduction in travel costs and 10% in energy spend.

Peter Grant, CEO, CloudApps said "SuMo is a clear expression of CloudApps' vision for motivating entire workforces to become more sustainable by becoming more profitable. Feedback from our customers has told us employee engagement is the biggest challenge they face. The proven results we are now seeing at global organizations running the application prove this is not just an exciting app for employees, but a key management tool that takes sustainability from an abstract top-down discipline to a bottom up approach delivering real results."

SuMo is available to download from the Apple App Store on iTunes and pricing will be on a per-user basis depending on the size of the organisation.

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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>.

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