

CLLOUDAPPS TURNS UP THE HEAT WITH SUMMER '10

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Supports latest global carbon regulation and workforce engagement

London, 12th May – CloudApps (<http://www.cloudapps.com>), the enterprise application leader in the management of carbon as a business asset, today delivered the Summer '10 edition, pre-loaded with support for the latest regulatory requirements and with innovative features to make sure carbon management is adopted from the basement to the boardroom.

The new release, built on the award-winning Force.com (<http://www.salesforce.com/platform/>) platform from cloud computing leader salesforce.com, is CloudApp's third full release, following two years of research and development into how companies across the planet proactively deal with their environmental impact (<http://www.cloudapps.com/cloudappscarbonjourney.html>). The Summer '10 edition, extends the international reach of CloudApps, supporting global emissions factors published by the International Energy Agency (IEA), Inter-governmental Panel on Climate Change (IPCC), the US Environmental Protection Agency (EPA), the UK's Department for Environment, Food and Rural Affairs (DEFRA) as well as customers own custom emission factors.

Summer '10 now supports those adopting the voluntary Carbon Disclosure Project (CDP) reporting standard, launched in the UK in 2000, but now used by over 2,500 organizations in 60 countries. Companies can segment emissions by geography, business division or even facility, across all major emission sources and directly generate CDP submission reports. Also included is complete support for the UK Carbon Reduction Commitment (CRC) scheme, a process which started on 1st April 2010 and which could affect 30,000 organisations.

CloudApps Carbon's Summer '10 edition builds on its energy reduction functionality by introducing integrated Social Media support that helps companies engage their workforce in their carbon reduction efforts. It also includes state-of-the-art employee engagement features, including employee suggestions on energy reduction ideas allowing companies to drive down energy costs across the business.

"I am very proud of our development team's efforts in delivering the Summer '10 release of CloudApps Carbon, but more so, by its rapid customer take-up." said Simon Wheeldon, CEO of CloudApps.

"Across a wide range of sectors, executives are gaining control of their energy conservation issues, engaging their staff in the process and starting their carbon journey. We believe that CloudApps Summer '10 edition has everything that global enterprises need to manage their sustainability initiatives"

As a cloud-based provider, CloudApps offers potential enterprise customers the chance to trial the CloudApps Carbon application free and without the need for any software or hardware installation for thirty days, here (http://www.cloudapps.com/contactus_demo.html).

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About CloudApps

CloudApps is the leading provider of enterprise solutions that are helping companies of all sizes to reduce their operating costs, comply with global climate change reporting requirements and engage with their key stakeholders to enhance brand and realise value from their carbon asset.

CloudApps Carbon is an innovative, cloud-based Emission Management solution that is offered on a subscription basis and delivered on salesforce.com enterprise cloud-computing platform, Force.com For more information, please visit <http://www.cloudapps.com>.

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