

# CloudApps Sustainability Suite wins global recognition from Greenbang

Submitted by: CloudApps

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Recognition for UK-based pioneer by expert panel at leading advisor

LONDON – November 25th, 2011– CloudApps (<http://www.cloudapps.com/>), the enterprise application leader in sustainability, today announced it has won the Greenbang 2011 Efficiency Award in the Cloud Computing category.

The Greenbang awards celebrate the most forward thinking, innovative businesses whose projects are designed to create a sustainable business future. It wanted to find the superstars in delivering energy efficiency who are the true innovators in driving sustainable values into business. The awards recognize the top efficiency-building technologies, projects, people and companies. Previous winners read like a 'Who's Who' of advanced thinkers in sustainability and include SAP, TelecityGroup, L'Oreal and Sony Ericsson.

Accepting the award, CloudApps CEO, Peter Grant, said: "To be recognised by the leading global publication and authority in our space is an amazing accomplishment for the team just three years after start-up. We believe the true value of sustainability is felt by those organisations who go beyond talking to really engaging their people in the business benefits of sustainability. It is a matter of great pride to have that recognised just one week before we announce yet more innovation within our product suite."

CloudApps delivers its sustainability software on the Cloud which means it is able to roll out across an organisation, no matter where they are based and can scale up or down taking in as many varied data points as its customer needs across data sources as diverse as HR, travel, expense systems, waste disposal service providers, or even smart meters. This allows its customer the ability to realise the impact of sustainability on their business and put in place effective, cost saving, carbon cutting schemes and create positive change.

This year's judging Greenbang panel saw the business and environmental impact that CloudApps was able to achieve for customers such as Ashridge Business School, LA Fitness, Veolia and salesforce.com.

"CloudApps proves that it's possible to achieve impressive gains in efficiency today, rather than at some distant point in the future," said Shirley Siluk, Managing Editor, Greenbang. "Achieving that is more important than ever as organisations try to deal with both rising energy expenses and constrained finances."

"CloudApps offers a solution that not only reports on all sources of complex sustainability data but also drives business success across departments, geographical teams and even individual employees. It is this level of collaboration and innovation that will drive the behavioural change required for sustainable success."

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## About CloudApps

CloudApps is a leading provider of sustainability software that enables visionary organisations to make exceptional efficiency savings and meet sustainability targets by aligning the entire enterprise behind corporate sustainability goals.

CloudApps is unique in solving the sustainability challenge by connecting the sustainability efforts of employees on the front-line, or “bottom-up”, with “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) accredited and recommended solution. For more information, please visit <http://www.cloudapps.com>.

## Contacts

Emma Naylor or Paul Maher at Positive Marketing

[enaylor@positivemarketing.org](mailto:enaylor@positivemarketing.org)

+44 (0) 208 237 1107

+44 (0) 7825 834363

[pmaher@positivemarketing.org](mailto:pmaher@positivemarketing.org)

+44 (0) 7900 600013

+44 (0) 208 237 1104

More Information:

[www.cloudapps.com](http://www.cloudapps.com)