CloudApps says stop, collaborate and listen

Submitted by: CloudApps
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Sustainability Leader's back with a brand new Winter '12 Edition

LONDON – December 1st, 2011– CloudApps (http://www.cloudapps.com/), the enterprise application leader in sustainability, today announced the latest version of its award-winning Sustainability Suite and a new not-for-profit online educational resource to share best practices from the sustainability community.

The new version of CloudApps Sustainability Suite unites economic, social and environmental measures of sustainability sources in a single easy-to-use enterprise application. For the first time, executives responsible for managing spiralling energy costs and meeting overall corporate sustainability goals can share ownership of those goals with the wider workforce. They can also project the impact of sustainability measures forwards so that they can accurately and in real-time see their overall 'sustainability-performance'.

In addition, CloudApps announced its role as founder and funder of Sustainability-Space (http://cloudapps.force.com/ideaHome), an online collaborative ideas exchange which launches with over 100 free sustainability ideas – which will be reviewed, added-to and voted for by its community of users. Sustainability-Space, designed specifically to foster a dialogue within the sustainability community, is free-to-use and built on the salesforce.com (http://www.salesforce.com/uk/?ir=1) Ideas platform.

The combination of the latest ideas from experts in sustainability and world-leading technology, brings three clear benefits:

Stop [resource wastage] – Account for every source of sustainability information right across the organisation, for the first time bringing environmental, social and economic data together in one place.

Collaborate – Manage achievement against your corporate sustainability goals in real-time. Bring employees from different work groups, geographies, departments and job roles together on one platform. Engage and collaborate using social media techniques such as Force.com Chatter.

Listen - Use the power of 'crowd-sourcing' to encourage sustainability ideas from employees and business partners or even from competing organisations. Bring these ideas together with suggestions from sustainability-space to accelerate cost savings.

Jon Elikington, founder of leading think tank and consultancy, Sustainability, commented: "'CloudApps, which produces my favourite sustainability dashboard, now brings us the sustainability-space website -- a place to meet, greet, learn and share.'

Peter Grant, CEO of CloudApps said: "Our customers are innovators and they expect their suppliers to be leaders. The new CloudApps Winter '12 release is a massive step forward in sustainability, covering more sources, more accurately than ever. Combined with access to the very latest in sustainability

thinking available for free via Sustainability-Space, it provides the 'How?' to Sustainability's 'What?'. With these advantages there simply is no excuse for organisations to miss out on the cost and brand advantages early adopters are clearly experiencing from sustainability."

[ENDS]

Sustainability Suite Winter '12 CORE NEW FEATURES INCLUDE

Manage any source of sustainability data (Environmental, Social & Economic)
For example
• Any carbon-emitting source (fuels, electricity, fugitive emissions etc.)
• Water supply & treatment
• Waste disposal
• CSR sources (such as volunteering hours, charity donations etc.)
• EHS sources (such as workplace incidents, human rights violations etc.)

Sustainability Goal Management
Including
• Goal base-line calculations
• Allocation of budget to goals & targets across the organization
• Goal tracking & performance projection

Source Inventory Management
Including
• Comprehensive posting agreements & inventory rules
• Inventories for any measure for any type of Sustainability information
• Tracking of costs for all inventories, cumulative, monthly & annual

Performance Centre Management
Including
• Assignment & alignment of inventories to an organizations performance centres
• Allocation of goals and inventories into performance indicators
• Projection of achievement for any performance indicator
• Roll up of performance indicators within organizational hierarchies

Certified by Carbon Disclosure Project (CDP) and GHG Management Institute
• Includes support for DEFRA, US EPA, IEA, IPCC, DCCEE, Environment Canada Source Conversion keys.
• Delivered on the worlds' most energy efficient and secure (SAS70 Type II certified) Cloud Platform

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.

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