

CloudApps shortlisted for BusinessGreen Leaders Awards 2012

Submitted by: CloudApps

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LONDON, 18 APRIL 2012 - CloudApps (<http://www.cloudapps.com>), the leading sustainability software provider, has been shortlisted for the BusinessGreen Leaders Awards (<http://events.businessgreen.com/leadersawards>) 2012 under the prestigious 'Green IT Project of the Year' category and are seeking to build on the recognition they recently gained at the Greenbang Awards, winning the Efficiency Award for Cloud Computing (http://www.greenbang.com/cloudapps-a-virtual-platform-for-real-world-carbon-savings_20773.html).

After accounting for 1300 sources from Salesforce's global portfolio, CloudApps is using social business techniques to engage over 8000 employees. The Sustainability Momentum (SuMo (<http://www.cloudapps.com/sustainability-software-products/employee-engagement-sumo-new/>)) app is being rolled out to add a "bit of spice and competition (<http://www.ft.com/cms/s/0/86be8478-fc02-11e0-989c-00144feab49a.html#axzz1sNcpczcF>)" between employees in reducing individual footprints.

The BusinessGreen Awards will be judged by a panel consisting of, amongst others, representatives from Pricewaterhouse Coopers, World Wildlife Fund and Confederation of British Industry. They offer a fantastic opportunity to celebrate trail-blazing firms that are pioneering new and more sustainable ways of doing business.

"The BusinessGreen Leaders Awards received over 200 entries this year and selecting the shortlist was a huge challenge," said BusinessGreen editor James Murray. "All of the companies and individuals shortlisted have displayed genuine green leadership and are pioneering the kind of innovative sustainable technologies and business models we need to build a successful green economy."

Peter Grant, CloudApps CEO is looking forward to the event and said "It feels fantastic to be nominated by such an influential publication, not only on the sustainability agenda, but on such an important customer and employee engagement project also. It recognises and adds support to our belief that we are improving businesses nationally and internationally."

The event (<http://events.businessgreen.com/leadersawards/static/on-the-night>) will take place on the 4th July at the Royal Garden Hotel in Kensington and we hope to see you there.

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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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