

# EcoAsset Solutions & CloudApps Partner to Deliver Award-Winning Sustainability Performance Management Solution to North America

Submitted by: CloudApps

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LONDON – May 22, 2012– CloudApps (<http://www.cloudapps.com>), the enterprise application leader in sustainability, and EcoAsset Solutions (<http://ecoassetsolutions.com>), a leading North American sustainability consulting practice, today announced their partnership to deliver the CloudApps suite of award-winning solutions ([http://www.greenbang.com/cloudapps-a-virtual-platform-for-real-world-carbon-savings\\_20773.html](http://www.greenbang.com/cloudapps-a-virtual-platform-for-real-world-carbon-savings_20773.html)) to the North American market.

Under the terms of the new partnership, EcoAsset Solutions will immediately begin integrating the CloudApps' Sustainability Suite and SuMo (Sustainability Momentum (<http://www.cloudapps.com/sustainability-software-products/employee-engagement-sumo-new/>)) employee engagement solution into their sustainability business management practice serving public and private sector clients.

## CloudApps Sustainability Suite

(<http://www.cloudapps.com/sustainability-software-products/sustainability-performance-management/>) is a robust, cloud-based application designed to help organizations track, manage and forecast their progress against corporate sustainability goals in real-time. Once deployed, the application creates ownership and accountability through the allocation of budgets and targets that drive reduced energy, business travel, solid waste and water expense. The application also delivers executive insight through real-time analysis and reporting to various stakeholders throughout an organization enabling frequent and regular communication of achievement against goals.

EcoAsset Solutions will also integrate CloudApps' Sustainability Momentum (SuMo) application which combines the power of gamification, social networking, and sustainability to facilitate broad employee participation in sustainability initiatives. Such engagement accelerates the achievement of corporate goals, significant cost savings, competitive advantage and improved employee morale.

John Wakefield, President of EcoAsset Solutions, said: "Having served a wide variety of private and public sector clients, our sustainability professionals have significant first-hand experience dealing with the mountain of sustainability data generated within each organization. Realizing that it was difficult and/or impossible to tackle this problem with spreadsheets, we were compelled to seek out a world class platform to meet our clients' expectations for simplified capture, extensive analysis, and sophisticated reporting of their sustainability management data. Having discovered CloudApps, we are very pleased to announce that their solution portfolio continues to meet and/or exceed the requirements of our most demanding clients."

Peter Grant, CEO of CloudApps, said: "Gone are the days of passive employee engagement techniques such as coffee room poster campaigns, intranet information sites and "green teams". They are being replaced by technology solutions that directly deliver personalized sustainability information to every employee and use modern, compelling techniques that keep them engaged over time; resulting in real and measurable

behavioral change. US companies have long been ahead of the curve on adoption of sustainability. This new partnership reinforces the fact that US executives are not afraid to lead the world and we believe will reap the benefits in better customer and employee relationships, leading to increased profits.”

#### About CloudApps

CloudApps is a leading provider of sustainability software that enables visionary organizations 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 behavioral change required to accelerate a reduction in the consumption of natural resources at the workplace, resulting in significant cost savings.

For more information, please visit <http://www.cloudapps.com>

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#### About EcoAsset Solutions

Join us in our pursuit of doing the right thing for those that have a stake in the future of how we do business today. EcoAsset Solutions is an award winning leader in providing convenient and affordable Sustainability Business Management solutions for the public and private sectors. Our solutions integrate cloud-based sustainability data management, sustainability management staffing and consulting and energy finance. We place high emphasis on being a trusted strategic business services partner for organizations that are trying to design, implement and drive a sustainability agenda that improves competitiveness, grows revenue, manages environmental risk and related reporting and improves profit margins.

For more information, please visit <http://www.ecoassetsolutions.com>

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