CloudApps helps Planet Positive to certify good business globally

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Planet Positive uses CloudApps to bring sustainability to businesses worldwide

LONDON 28 MAY – CloudApps (http://www.cloudapps.com), the leader in sustainability management, today announced Planet Positive (http://www.beplanetpositive.com/) as its latest customer. Planet Positive's worldwide customer base, which includes Land Securities (http://www.landsecurities.com/) and Deloitte (http://www.deloitte.com/view/en_GX/global/index.htm), will now be able to use CloudApps' platform to help drive their sustainability certification (http://www.beplanetpositive.com/uk/process/how) process to capture and reduce metrics such as energy, fuel and water usage, and save money. By the end of the year, Planet Positive plans to roll out the new platform to its 200 customers.

Built on Force.com, CloudApps operates on the world's most energy efficient platform, making it an obvious choice for Planet Positive as it drives down energy usage and lowers energy spend. CloudApps software will be used to capture data, creating online sustainability and carbon footprint reports. The reports will be benchmarked against the Planet Positive Protocol, a demanding set of targets to chart progress against individual green targets. From this report a reduction action plan is drawn up to highlight where improvements can be made.

Steve Malkin, CEO and Founder of Planet Positive, looks forward to the journey ahead: "Planet Positive helps every business experience the benefits of sustainability. Planet Positive certification is designed to be fast, affordable, and accessible. Our objective is to enable every business to experience the benefits of sustainability. CloudApps enables us to deliver our certification worldwide in a truly sustainable way."

Planet Positive's 4-step certification process enables organisations to measure and reduce energy, water, waste and carbon, to make businesses more sustainable. Enhancing brand image is central to Planet Positive's vision and it encourages customers to invest in environmental projects to generate positive brand awareness. Certification from Planet Positive adds third party assurance and puts companies in a network of other sustainable organisations.

Peter Grant, CEO CloudApps wants the partnership to deliver a larger, sustained impact on businesses and attitudes to green issues: "To be economically sustainable businesses need to be environmentally sustainable. It calculated the energy and travelling costs to UK businesses an additional £6,500 per employee annually. The combination of Planet Positive's certifiable brand and awareness with CloudApps ability to capture metrics precisely will help organisations worldwide in swift and cost effective manner."

Planet Positive client, Jarrod Best, Managing Director of GMI Construction (http://www.gmiconstructiongroup.co.uk/) believes the partnership provides short term gains and long term success: "Planet Positive's online software provides a quick, intuitive way to collect the data needed to calculate our annual carbon footprint. The easy-to-use system allows us to monitor our emissions throughout the year, improving the company's sustainability and generating cost savings as quickly as possible."

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.

CloudApps Media Contacts:

Emma Naylor/Ed Stevenson
Positive Marketing
+ 44 (0) 208 237 1107/0 208 237 1109
enaylor@positivemarketing.org / estevenson@positivemarketing.org

About Planet Positive

Planet Positive provides an international mark of sustainability certification for businesses, buildings, products, services and people. Certification entails the measurement of carbon and other sustainability indices as well as a commitment to the reduction of environmental impacts and the promotion of sustainability.

For more information, please visit: www.beplanetpositive.com

Planet Positive Media Contact:

Amy Seabrook
PR and Marketing
+ (0) 207 953 3164
amy.seabrook@beplanetpositive.com

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