

CloudApps Joins G-Cloud IV `Software as a Service` Framework Agreement

Submitted by: CloudApps
Thursday, 23 January 2014

Company to deliver sustainability applications to enable reduction of natural resource consumption & cost across the public sector

LONDON, 23 January 2014 - CloudApps, the company that delivers increased business performance by enabling behavioural change, has been approved as a supplier under the Government's Lot 3 `Software as a Service` G-Cloud IV Framework Agreement.

This enables CloudApps to have a catalogue (<http://govstore.service.gov.uk/cloudstore/cloudapps-sustainability-reporting-disclosures>) listing on the Government eMarketplace, from which all relevant government contracting bodies can call off orders without undergoing a lengthy procurement process.

The core CloudApps Sustainability Reporting & Disclosures product is available through G-Cloud IV on a subscription basis, supported by implementation services and sustainability expertise delivered by CGI.

CloudApps Sustainability Reporting & Disclosures will allow public sector organisations to manage environmental reporting and engage employees to reduce energy and water consumption and better manage waste output. The first independent benchmark of sustainability management software applications, Verdantix, has cited CloudApps as a leader in the global market for sustainability management software applications.

CloudApps subscriptions can be procured in conjunction with the appropriate implementation service from leading independent information technology and business process services integrator, CGI group, which is also approved for the G-Cloud IV framework.

CGI's implementation services are available under Lot 4 entitled `Environmental Efficiency - CloudApps Sustainability Management & Reporting Implementation Service` offering.

Peter Grant, CEO, CloudApps says: "Being named an approved supplier under the latest G-Cloud IV framework is a great opportunity for CloudApps to enable public sector organisations to adopt new ways of working, maximising the resources at their disposal to deliver a stronger frontline service to UK citizens. As a young, innovative UK software company, this is a great opportunity to show how bold SMBs can drive the public sector forward and provide the agility and innovation that can transform government departments and the way in which they work for the British public."

About CloudApps

CloudApps increases organisational performance by enabling, encouraging, enhancing and measuring behavioural change.

CloudApps enables organisations to constantly improve and optimise the performance of people, through the application of intuitive, social and mobile applications. CloudApps' secure, trusted cloud platform

employs game mechanics and expert content to motivate and measure the impact of behavioural change.

Enabling social engagement through nudging and rewarding employees, customers, prospects and partners, CloudApps creates much deeper levels of engagement with organisations. Everyone in the new breed of socially connected enterprise has become “a market of one” and as such constant, evolving dialogue is critical to ensuring that individuals are motivated and driven to excel.

CloudApps is already in use by 250 customers, including blue-chip organisations such as AMEC, EE, ERM, Lush, La Fitness, Salesforce.com, Sears, Tesco and TUI Travel.

For more information go to <http://www.cloudapps.com/> (<http://www.cloudapps.com/>)

CloudApps – People Powered Performance

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