CloudApps announces fourth year as CDP silver software partner

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Business performance improvement software ensures greater insight and engagement with employees to continue to deliver the efficiencies that drive carbon reduction

LONDON – 4th June, 2014 CloudApps (http://www.cloudapps.com), the cloud-based platform that drives continuous improvement in business performance, announced last year its accreditation from CDP (https://www.cdp.net/en-US/Pages/HomePage.aspx) as a silver software partner (https://www.cdp.net/en-US/OurNetwork/Pages/software-partners.aspx#cloudapps). CDP's mission is to transform the global economic system to prevent dangerous climate change and value natural resources by putting relevant information at the heart of business, investment and policy decisions.

As a software partner, CloudApps can provide support and expertise throughout the emissions data gathering process to those organisations that respond to CDP.

Paul Robins, Head of Corporate Partnerships at CDP remarked, "CloudApps' business performance improvement software can support carbon reduction goals and will be a valuable resource for companies responding to CDP. We're delighted that CloudApps will continue as a silver software partner for the fourth year running."

CloudApps' clients worldwide can be confident that the business performance improvement tools with which they are being provided are of the highest standard for increasing sustainability, ensuring compliance through efficiencies derived from greater insight and engagement with employees.

CloudApps enables businesses to maximise the impact that positive employee behaviour has on the efficiency and success of the organisation through the application of intuitive, social and mobile applications. CloudApps' performance management software enables greater accessibility and data integrity, incorporating game mechanics to enable, enhance and measure the impact on carbon reduction of employee behavioural change.

Peter Grant, CEO of CloudApps says: "Accreditation from CDP has added increased integrity to the capabilities of our business performance improvement software. Effective, carbon reduction is enabled by engaging and encouraging individuals to take ownership of corporate efficiency challenges and be recognised and rewarded for their innovation and behaviour. In this way, CloudApps customers see a rapid improvement in their ability to deliver carbon reduction goals and maintain compliance. This certification demonstrates that the company has positioned itself in the right place at the right time across all aspects of the business with the highest standard of software and innovation."

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 over 250 customers, including blue-chip organisations such as AMEC, EE, ERM, Lush, La Fitness, Sainsbury, Salesforce.com, Sears, Tesco , Thomas Cook and TUI Travel.

For more information go to http://www.cloudapps.com/
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