

CloudApps Expands European Reach by appointing CRMWaypoint as SuMo for Salesforce Reseller

Submitted by: CloudApps

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Acknowledged CRM market leader will take on gamification system to motivate user behaviour from adoption to addiction.

London, November 25th 2014 – CloudApps (<http://www.motivation.cloudapps.com>), the company behind an innovative application delivering increased business performance through game mechanics, announces a new partnership with CRMWaypoint (<http://www.crmwaypoint.nl>), recognised Salesforce knowledge centre in the Benelux. As the leading Dutch Salesforce CRM consultancy firm, CRMWaypoint is adding the SuMo (Success through Motivation) for Salesforce application (<http://www.motivation.cloudapps.com/product-overview/sumo-for-salesforce/>) to its product portfolio. Under the agreement, CRMWaypoint will be working with CloudApps as a reseller and implementation partner.

Using revolutionary gamification techniques to increase user engagement, SuMo for Salesforce taps into the motivation and desires of people to work well and constantly improve. SuMo drives CRM best practices across sales, marketing & service, ensures high levels of process adoption, clearly uncovers the “winning way” and improves communication and collaboration across all teams.

CRMWaypoint helps companies optimise their CRM processes by using the most up-to-date CRM cloud solutions. They have successfully completed more than five hundred Salesforce projects in the cloud for medium-sized and large multinationals for sales, service, and marketing in various industries. By acting as a provider, adviser and implementation partner for SuMo, CRMWaypoint will be able to help customers maximise their Salesforce investment in combining its detailed knowledge of best-practice CRM processes with the world of behavioural motivation. As part of the agreement, CRMWaypoint will also train its consultants to deliver the SuMo Pulse managed service (<http://www.motivation.cloudapps.com/product-overview/sumo-pulse/>), which includes regular reviews of the game mechanics and communications content to ensure businesses embed behavioural change for the long haul.

As the solution is delivered 100 per cent on the Force.com platform, SuMo for Salesforce will allow CRMWaypoint to deliver the benefits of game mechanics to its customers with a tightly integrated and seamless user experience.

Ton van der Meer, CEO, CRMWaypoint comments: “This partnership will ensure we provide our customers with the best gamification application and service methodology that will accelerate our customers’ CRM success. We are excited to be kicking off our own SuMo for Salesforce rollout to push our own team’s CRM use to the limit.”

“This agreement with CRMWaypoint expands our reach to a multitude of Salesforce customers in the Netherlands”, says Peter Grant, CEO, CloudApps. “This is a great opportunity to really drive CRM success in the region through the use of game mechanics, using proven techniques to maximise the potential of individuals throughout an organisation. By tapping into the intricacies of human behaviour,

we can allow businesses to embed innovation, motivating people to power an increase in business performance.”

About CloudApps

CloudApps increases business performance by motivating 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, Post Office, LeasePlan, Salesforce.com, Tesco and TUI Travel.

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

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About CRMWaypoint

CRMWaypoint is the Salesforce knowledge centre in the Benelux. More than 500 Salesforce projects with 180 companies and organizations both in the Netherlands and abroad have been successfully completed over the last six years. The experts of CRMWaypoint help organizations with their transformation to the cloud era. CRMWaypoint provides business advice, helps with the integration into the existing IT landscape, develops apps and custom-made software, implements Salesforce technology and offers dedicated training courses. With the Waypoint proposition, the company delivers on its commitments of Software-as-a-Service (SaaS), such as low investment costs, rapid time-to-market, good ROI and high flexibility. CRMWaypoint is a ‘cloud born’ Salesforce Gold Alliance Partner and received the ICT project of the year award 2012.

For more information go to www.crmwaypoint.nl

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Press information

CloudApps

Tim Knight

T: +44 (0)7798 735120

Contact email: tknight@cloudapps.com

CRMWaypoint

Ton van der Meer

T: +31 (0)35 538 5070

M: +31 (0) 6 161 18 040

ton.vandermeer@crmwaypoint.com