



powered by
 Cloud

Transforming your Facilities Management
performance through people,
processes and technology



**SMART
PEOPLE**



**SMART
PROCESSES**



**SMART
TECHNOLOGY**



Jeff Dewing



Katie Harvey

When Cloud was founded in 2011, our ambition was simple but bold: to restore trust in a facilities management industry that had become overly complex, opaque and reactive. We believed there was a better way – one built on transparency, innovation and genuine partnership. More than a decade later, that belief continues to shape everything we do.

As we reflect on the forces shaping our market, we consider the role we can play in helping our clients navigate them.

What makes Cloud different is our ability to combine market-leading technology with deep operational expertise. From the beginning, we invested in developing proprietary systems that provide complete visibility of assets, repairs, compliance and expenditure. Our Freedom Powered by Cloud platform was designed to challenge traditional industry models, replacing uncertainty with real-time data, transparency and control.

This approach is underpinned by what we call Smart Technology, Smart People and Smart Processes.

- **Technology** provides the intelligence and insight.
- Our **People** bring experience, accountability and problem-solving expertise.
- And our **Processes** ensure consistency, efficiency and continuous improvement.

Together, these elements create a model that

delivers faster responses, greater compliance, improved asset performance and measurable value for our clients.

However, technology and process alone do not define Cloud. The true foundation of our success is our culture. Alongside Katie Harvey, our Group Operations Director, I am proud to lead a business built on the values of Humility, Integrity, Empathy and Freedom. These values influence every decision we make, every relationship we build and every service we deliver. They shape how we work with one another and how we partner with our clients – listening carefully, acting transparently and continually seeking better ways to create value.

Ultimately, our purpose remains unchanged. We exist to challenge convention, raise standards and help our clients achieve more from their estates and facilities. While our technology, services and capabilities continue to evolve, our focus remains firmly on what matters most: building trusted partnerships and creating environments where organisations, their people and their customers can thrive.

Because at Cloud, we believe what matters most is not simply what we do, but how we make people feel.

Jeff Dewing – CEO, Cloud

With **Katie Harvey**, Group Operations Director

Across every sector, organisations are facing increasing pressure to reduce costs, improve operational resilience, meet compliance obligations and deliver better experiences for the people who use their buildings.

Expectations have never been higher, yet resources have never been under greater scrutiny. In this environment, facilities management can no longer be viewed as a support function; it has become a strategic driver of performance, sustainability and customer experience.

By giving our clients a clear view of their estate and the confidence to make informed decisions, we help them achieve better outcomes while reducing risk and unnecessary cost.

To achieve success in the facilities management contracts we deliver, we follow 5 central tenets – these are the underlying beliefs guiding how Cloud conducts business:

1

Transparency is everything.

Because we believe a genuine client-supplier partnership thrives only when everyone is working openly and with equal access to the same information.

Work in real time

You're only really in control when you can manage activity as it happens.

Keep people informed

People don't feel stressed when they know what's going on.

No long tail

Clients should know where their liabilities end. Suppliers should be paid on time.

2

Rock solid data. Zero loopholes.

Because we believe the ability to fudge data or weasel out of commitments destroys trust.

No manual intervention

Remove the ability to bypass the system and people will trust the results.

Clear definitions

Everyone works best when they know precisely what's expected.

Big picture

You need a broad data set to see the complete picture of your FM spend and quality of work.

3

Always be fair to customers and suppliers.

Because we believe that people work harder for each other when they're treated fairly.

Pay fair rates

Suppliers need to be able to cover their costs and make a profit, but not overcharge.

Judge performance objectively

Nobody's perfect, so we evaluate performance with data, over time, and don't overreact to anecdotes.

Manners go a long way

Remaining courteous even under pressure keeps the focus on solving the problem.

4

Enforce quality maintenance.

Because we know that a focus on prevention helps keep people safe, ensures compliance and is cheaper in the long run.

Prevention is cheaper

The long-term return on proactive maintenance far outweighs the cost.

Compliance improves safety

Safety regulations exist to ensure people's safety. So we're extremely diligent to ensure nothing is missed.

Reduce downtime

Well-maintained spaces can trade without disruption.

5

Technical expertise at every level.

Because we believe it's easy to do the job well when you have the right skills.

Invest in training

People perform at their best when they're confident they have the right abilities for a task.

Multi-skilled engineers

Clients love engineers who know more than their core discipline and can stop problems early, before they create major issues.

No gaps in process

We've created new functions with unique skill sets to resolve longstanding failings in traditional FM.



SmartTech A unique solution



We work with you as a management partner using market-leading technology and processes that will provide you with:

- App-based (and web-based) technology enabling site managers to focus on customers and not on fixing buildings and assets.
- One system, "Freedom", providing a workflow where everyone sees the same thing in real time – providing one version of the truth, whilst enforcing quality and integrity.
- A dedicated management team and service desk as the first point of contact, managing the end-to-end maintenance process.
- Fully-managed supply chain solution – ensuring that the correct engineer is sent first time.
- Centralised reporting and insight of costs, task volumes and supply chain performance.
- Guaranteed outcomes to reduce spend and increase financial control – demonstrating that we are aligned and committed to your goals.
- Legally compliant sites – keeping your staff and customers safe.

Smart Technology

Recognised as a key player in the IoT-Enabled Smart Building Management Platforms report (March 2021).

Smart People & Governance

100% of tasks audited by technical experts to validate cost and compliance.

Our Processes

Underpinned by our Smart People and the agility of our self-built and continuously evolving technology.

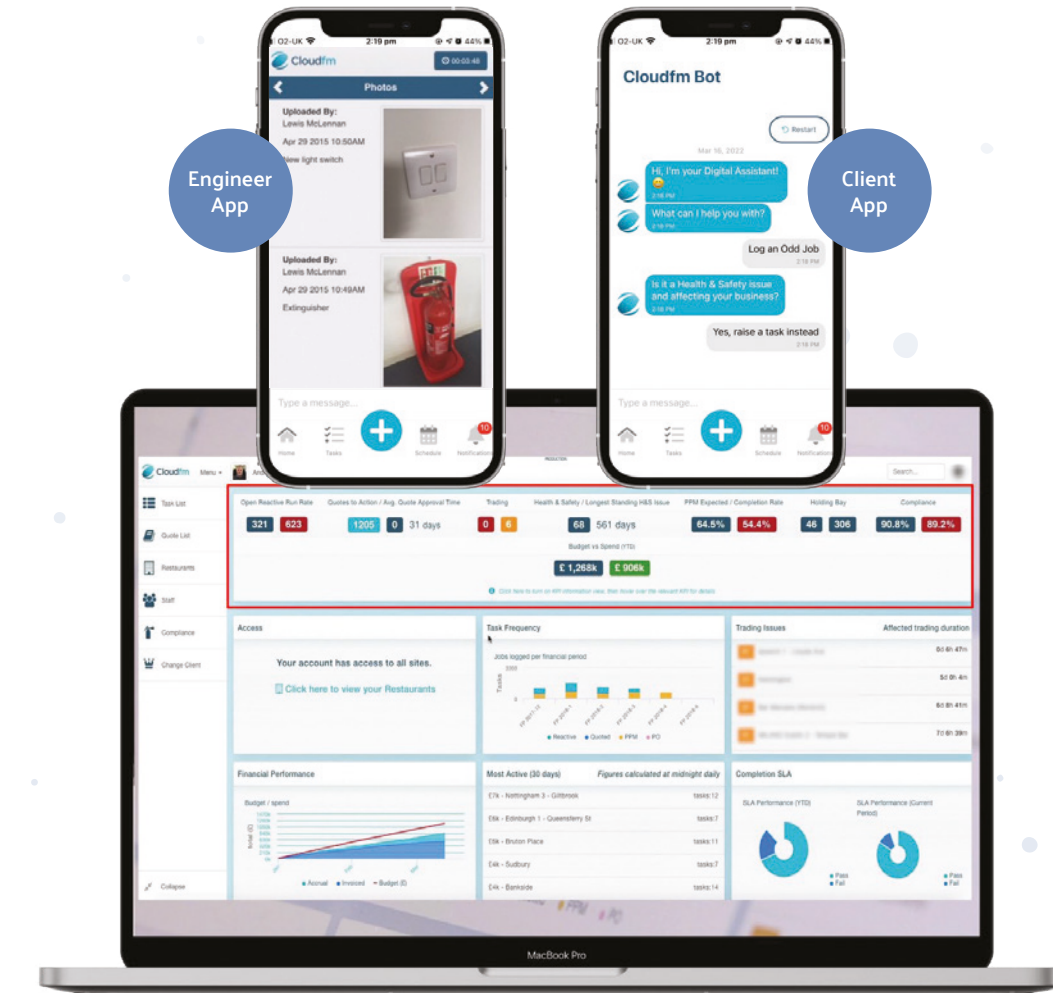


Our Freedom Platform provides our clients with Transparency, Compliance, and Quality Delivery

- Automated workflows in the Cloud system ensure that our suppliers follow the correct behaviour, supported by staff and operational teams, all using and tracking actions through the online portal and App.
- Once data is captured in real time, nothing can be edited, unlike within Computer Aided Facilities Management systems (CAFM). This creates a detailed audit trail of each task – driving 100% reliable compliance and management information.
- Within Freedom, jobs are prioritised and tracked against risk areas specifically prioritised with each client – for Compliance, Health & Safety, shutdown risk, etc.
- Tasks are tracked and billed by the minute and individually certified to ensure our clients only pay for the service evidenced and received, providing absolute governance.

One point of truth ...

Winner of the Queen's Award for Enterprise: Innovation



Delivering A* value for A-list clients



While customer experience and maintaining quality premises is the main goal of our clients, we know that to deliver this, we must meet many financial and operational KPIs.

We have achieved the following KPIs for our clients in Year One of contract:

First-time fix
+89%

Compliance improvement
+58%

Reactive savings
+17%

CAPEX savings
+25%

P2P admin reduction
98%

Building manager
admin reduction
83%

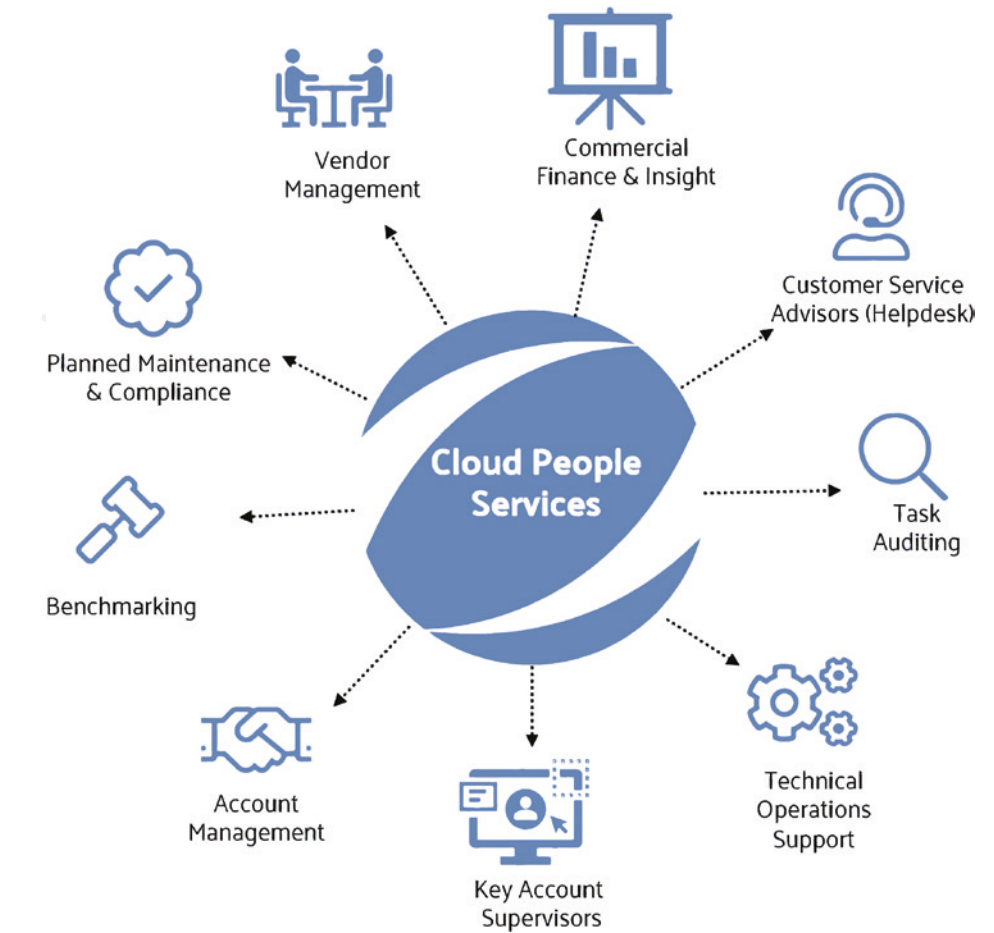
Smart people

From IT specialists, in-house operational experts and supply chain partners, we are proud to work with Smart People.

Smart People drive delivery and efficiency

- Our 'People Services' ensure optimum performance, management and governance of client estates, utilising the Freedom technology and processes.
- Our ability to provide shared resource means that you benefit from a wide experience and skills base, tailored to your operational requirements.
- This covers technical and experienced resource across the following areas:

- 24/7 Helpdesk
- Out of Hours support
- Technical engineering advice and telephone fixes
- Day-to-day operational performance management
- Cost benchmarking and audit
- Compliance certificate controllers and remedial management
- Supply chain engagement and performance management
- Consolidated task billing – twice a month
- Budgeting and forecasting
- Tailored weekly and monthly performance reporting with your account manager
- Strategic initiatives, Capex projects and innovations



Our Supply Chain Partners – cover every corner of the UK

We have:

- Tier 1
- Tier 2
- Tier 3

For every discipline in every region

100% flawless coverage

89%

Highest **First Time Fix** rate in the industry

Covering every Hard Service discipline in the Industry

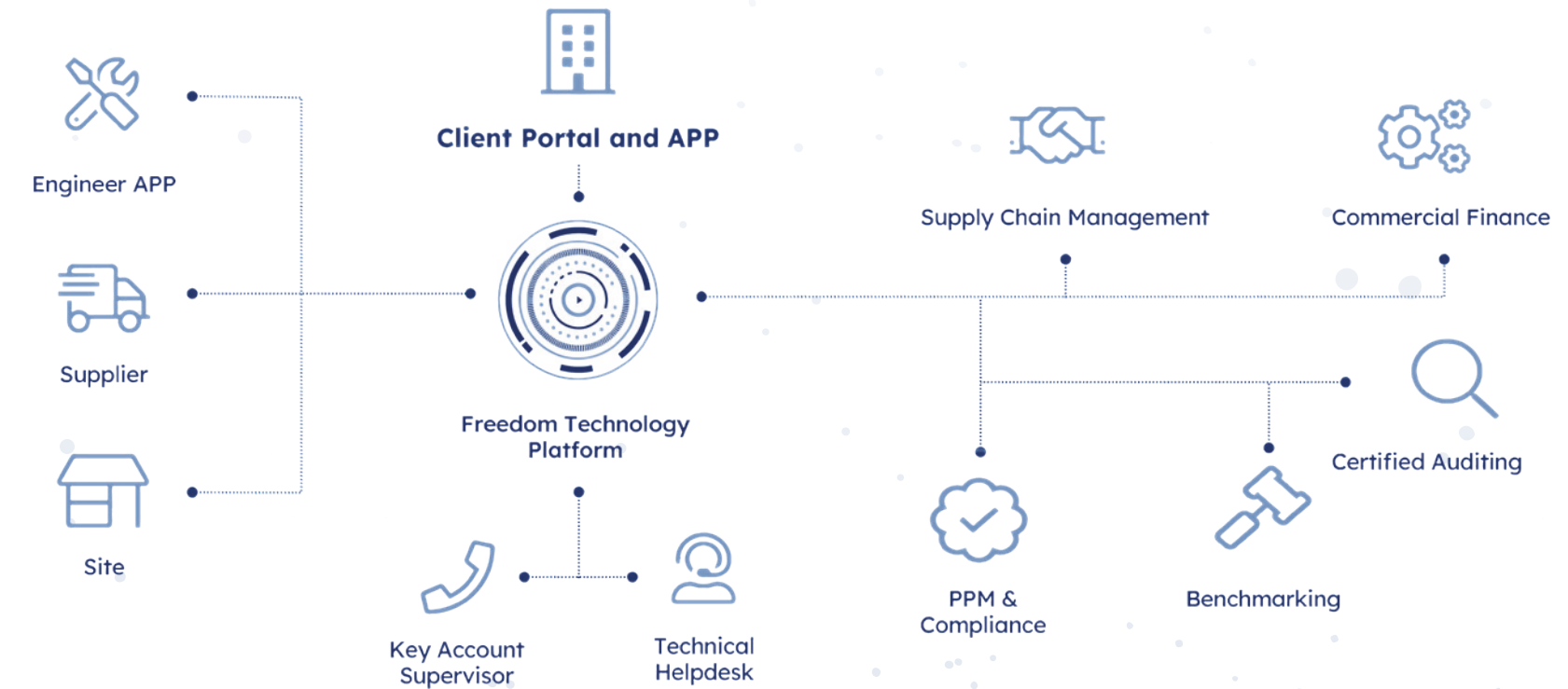
72% Supply Chain (Sub-Contractors)

Gas Lighting Fire Refrigeration & HVAC Shutters & Doors Catering Equipment Lifts & Escalators Mechanical & Electrical Fabric Plumbing & Drainage Security & CCTV

300 Companies – 9,000 Engineers operate our technology every week



Smart process



Processes to reduce and control spend

Through our unique operational processes and people, we drive clients spend down ensuring engineer utilisation and governance of activity:



Task Certification – Every task is fully audited before payment, with GPS-verified attendance, site sign-off, to-the-minute labour billing and materials benchmarking.



Bundled Tasks – Non-urgent works are bundled into planned visits, reducing call-outs and costs.



Maximum Price Protocol – No fixed price quotes – instead, they are capped at approval limit and then paid based on work evidenced.



Warranty tracking – Centralised warranty tracking prevents unnecessary spend and ensures the correct contractor attends.



Recalls – Repeat visits for the same issue within 30 days are completed free of charge.



CSAT – Every task is measured and audited to drive service quality and continuous improvement.



PMVs – Compliance activities are bundled to reduce costs and provide on-site quality assurance.

In addition to this, the Freedom technology gives complete visibility and autonomy to approve what money gets spent where:



Approval limits/authority matrix – Custom approval limits ensure the right level of authorisation obtained before work proceeds.



Budget thresholds – Building-specific spend controls help maintain budget discipline.



Holding bay – Non-critical works can be held for review and approval before contractor mobilisation.

Balanced cost/value matters

The smarter question around cost isn't "how to achieve the task at the *cheapest* price?"
The real question should be "who is carrying the cost?"

Cloud's approach to cost control is a unique **Average Job Value (AJV)** pricing model.

AJV is designed to remove all the operational and financial wastage associated with traditional FM models. Our *People Services* ensure robust controls and governance are in place to drive efficiencies and deliver cost savings.

$$AJV = \frac{\text{Cost of all tasks combined (inc. materials)}}{\text{Number of tasks}}$$



Contractor A

Charges £45 per hour and records 3 hours to complete a task

(£45 x 3 = £135)



Cloud Contractor

Charges £55 per hour and takes 2 hours to complete a task

(£55 x 2 = £110)

Traditional FM

You pay per job

Higher volume of jobs and total costs.

YOU, the CLIENT, carry the risk:

- Costs overrun
- Repeat visits
- Focus on "tick box" attendance, not the right skill at the right time
- Duplicate works
- Supplier inefficiency

Total costs increase



Cloud AJV

You pay for the outcome

Controlled job volumes and costs.

CLOUD carries the risk:

- Costs to client capped
- Recalls on works <3%
- First-time fix >90%
- Supplier performance levels committed
- Performance incentivised

Total costs are controlled



The 3 years to excellence plan

Getting the basics right through our Freedom platform – smart technology, smart processes and smart people – follows a robust 3-year delivery programme.

YEAR 1

CONTROL

Achieve visibility of all aspects of estate management

- Track engineer attendance
- Monitor technical competence, asset performance and staff discipline
- Benchmark 100% of quoted and remedial works from the supply chain
- Certify payments to suppliers
- Agree budget details, forecasts and seasonal phasing

YEAR 2

LEARNING

Access real-time data to drive strategic decision making

- Monitor, review and test all process flows
- Review activity by discipline and address areas of highest spend
- Agree strategy to improve compliance
- Benchmark spending per site to review rogue sites and assets
- Utilise the app and portal to enhance communication and transparency

YEAR 3

ACCELERATE

Accelerate the execution phase with strategic planning for the next 5 years

- Achieve the highest required levels of compliance across the estate
- Discuss and review future budget plans
- Enhance front-line staff engagement through innovation and enhanced tech
- Continue to monitor the supply chain
- Create the next 5-year plan for innovation to drive efficiencies and customer experiences



To discuss how Cloud could transform your Facilities Management performance contact:

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