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GREENCLOUDS awarded as world's most innovating and sustainable emerging IT company at CeBIT 2013



March 8,

2013 • by GREENCLOUDS • 0 Comments

GREENCLOUDS as the winner of the CODE_n Award for “Emerging company”.

Hanover, March 7, 2013 – The winner of this year’s CODE_n Contest for “Emerging Company” was announced today at an exciting award show held at CeBIT. In this category, GREENCLOUDS took the first place, and received prize money amounting to €15,000.

The finalists came out on top among 250 participating companies from 35 countries – all young companies that had submitted digital business solutions related to the transition to alternative energy sources.



Rob

Rijkhoek [GREENCLOUDS] with Marika Lulay [GFT] and Frank Pörschmann [Deutsche Messe]

GFT Technologies, together with partners such as Ernst & Young and Deutsche Messe, started their search for

“Smart Solutions for Global Challenges” in August of 2012. They were hoping to find fresh, innovative business solutions aimed at facilitating the global transition to alternative energies. 50 young companies from 13 countries made it to the final selection for the **CODE_n Awards**. In the end, GREENCLOUDS and Changers.com, a German company in the category “Start-up”, made it to the top. “We found selecting the winners was a very difficult task,” states Ulrich Dietz, CEO of GFT and initiator of CODE_n. “Many of the finalists caught our attention with their exceptional business models addressing the energy transition.”

GREENCLOUDS adhere to the principle of “running the cloud together” and has developed a technology platform that makes idle resources in data processing centers available to others. This makes it economical for companies to get their hands on cloud computing resources. But it also opens up an additional source of income since companies can then sell excess IT capacities when their own servers are not running to their full extent. This makes existing data centers more efficient and significantly reduces their carbon footprints.

About CeBIT 2013

The international ICT industry and CeBIT as its flagship show have injected fresh impetus into the global market. Participating exhibitors rate CeBIT as a highly successful show and surveys revealed yet another rise in the number of business contacts initiated and leads generated, and exhibitors reported lively visitor traffic throughout. Once again this year, more than seven million business talks will be held at CeBIT.



Vice-President and EU Commissioner Neelie Kroes with Peter Zonneveld, GREENCLOUDS (second on the right) after lunch meeting.

About CODE_n

CODE_n is an international initiative for digital pioneers, innovators and ground-breaking startups. Initiated in 2011 by GFT Technologies, the goal of this network is to support outstanding business talents and their exceptional business ideas, provide them with a platform for dialog, and therefore stimulate innovation in the field. CODE_n stands for “Code of the New,” the DNA of innovation. The initiative is sponsored by Ernst & Young and Deutsche Messe.



Merkel and Ulrich Diets [CEO, GFT] are opening the CODE_n contest at CEBIT 2013.

Angela



Finalists

CODE_n Award at CeBIT 2013.