

Nomination: 20023

Beyond the Cloud: Leading the Future of Sustainable Outsourcing

Page: General Information
Name of Organization / Company Cloudstaff
Logo Download File (https://asiastevieawards.secure-platform.com/file/32337/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMjMzNywiYWxsY3dOb3RtaWduZWVRVcmwiOiJGYWxzZSIsImInbmA?Cloudstaff-No%20Tagline-Portrait-Color-Positive-No%20Keyline.png)
Web Site Address https://cloudstaff.com (https://cloudstaff.com)
Page: Entry Information
Entry Title Beyond the Cloud: Leading the Future of Sustainable Outsourcing
Category U01 - U11 - Award for Innovation in Sustainability > U03. Sustainable Business Models
Submission Format An Essay of up to 625 Words

Essay

In the past two years, Cloudstaff has redefined what it means to be a responsible outsourcing provider, embedding sustainability into every layer of our operations to create lasting economic, environmental, and social impact. Our initiatives go beyond mere compliance and traditional corporate responsibility; they drive innovation, business growth, and industry transformation.

Our business model transformation is aligned with the UN Sustainable Development Goals (SDGs) and Philippine IT-BPM Industry Roadmap 2028, and built on two pioneering innovations:

1. In late 2022, we launched the mPC Green Program—the industry's first solar-powered remote work initiative, equipping our workforce with 4.2kW hybrid inverters and 200Ah lithium batteries, fundamentally changing how we power our operations. In addition, we actively manage the lifecycle of our green technologies, ensuring optimal performance through regular maintenance and employee education on sustainability, demonstrating our commitment to long-term environmentally responsible management.

2. Complementing the mPC Green Program, our proprietary WOLv3 energy management software was launched in early 2024, optimizing IT infrastructure power consumption through intelligent automation. It provides our tech team with comprehensive visibility over the status and energy usage of managed PCs within the company's network and allows for selective shutdown during non-operational hours or when not in use. This helps prevent wastage of power and reduce overall energy consumption, aside from optimizing the life span and performance of computing equipment.

We also actively participate in Earth Hour and have begun to switch to LED lighting in our offices, significantly reducing power consumption.

Our sustainable business model extends beyond environmental metrics to create lasting community value. Through our CSR arm, CS Cares, our environmental initiatives span from seedling production and reforestation to community clean-up drives, while our IT equipment donation program bridges the digital divide in underserved areas.

All these initiatives have redefined our business approach while advancing multiple SDGs:

Advancing Clean Energy & Climate Action (SDGs 7 & 13):

- 300,000 kWh annual energy savings through smart IT management
- At least 210,000 kg CO₂ emissions prevented annually
- 71% reduction in employee electricity costs
- Solar-powered homes serving as community energy hubs during outages

Driving Innovation & Responsible Production (SDGs 9 & 12):

- PHP 2.25M-3.16M decrease in annual utility expenses
- 82% reduction in operational disruptions during grid failures
- 35% decrease in hardware replacement needs
- Extended equipment lifespan through automated power management
- Systematic IT recycling program enabling digital access for communities

When we began our sustainability journey, our carbon footprint was growing at 15% annually alongside business expansion. By reimagining our core business practices through a sustainability lens, we've achieved:

- 94% employee retention (versus 60% industry average)
- 52% higher client satisfaction scores from tenured teams

We expect a 213% ROI over three years from our sustainability investments.

By integrating renewable energy adoption, energy efficiency technologies, and community-driven sustainability efforts, we also directly support COP 29's ambitious climate targets, reinforcing our commitment to a low-carbon, resilient future.

This holistic approach to business sustainability has earned recognition through multiple awards in 2024, notable of which are:

- Sustainable Workplace Award in the HR Asia Awards
- Governance Organization of the Year and Most Innovative Company of the Year in the Asia CEO Awards

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As the first Philippine outsourcing company to integrate solar-powered workstations and pioneer AI-driven energy optimization, we've established a new paradigm for sustainable business models. Our approach proves that sustainability isn't just an add-on—it's a fundamental business transformation that creates lasting value while reducing environmental impact.

We're not just reaching for the clouds—we're creating a sustainable path to get there, proving that business model innovation is the key to a future-ready, environmentally responsible industry.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Lloyd Ernst, CEO

Wayne Bucklar, Chief Compliance Officer

Tevis Paget, Chief Technology Officer

Arvin Cubacub, IT Director

Marcial Wayan, Success Pilot

Ronaldo Abrazado, Admin and Facilities Head

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

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Do You Have Website URLs you would like to link to

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