

# CloudFM creates new partnership with The White Company

3 years ago



Cloudfm is a long time supporter of the Retail Industry and has announced a new partnership with The White Company, supporting 67 sites across the UK and Ireland.

Founded by Chrissie Rucker OBE over 27 years ago, The White Company has become one of the UK's fastest-growing multi-channel retailers and a leading lifestyle brand, with over 60 stores across the UK, including high-profile concessions in Harrods and Selfridges. July 2018 saw the first European flagship outside of the UK open on Dublin's Grafton Street.

The quintessentially British brand is now synonymous with transforming houses into homes, creating impeccably stylish, beautifully designed products with British town and country heritage at its core. What started as a range of white essentials for the linen cupboard had gradually grown into the ultimate luxury lifestyle destination for the home and wardrobe.

Over the three-year partnership contract, CloudFM will provide the retailer with proactive and reactive maintenance using an innovative approach to reducing carbon emissions.

A technology-driven approach will provide greater transparency throughout the process to improve cost-control and boost response times to improve the experience for all The White Company's customers. In addition, the transformative programme will use advanced data and localised sourcing of technicians to maximise the operating time of The White Company's retail locations and reduce carbon emissions.

Commenting on the contract, Sarah King, director of property at The White Company, said: "Cloudfm shares our passion for quality and doing things differently. The use of technology and data to drive a more efficient and sustainable approach to facilities management sets them apart in the market."

CloudFM's compliance team will also help manage compliance to building regulations in an approach proven to maintain adherence above 96%.

Jeff Dewing, CEO of Cloudfm, said: "The White Company is one the UK's most respected retailers, and it's a pleasure to support its plans with a new approach to facilities management. Everything we do at Cloudfm is designed to deliver a step-change in operational excellence, from compliance to reducing carbon footprint."

*Image credit: Cloud FM/The White Company*