

A CULTURE-LED MODEL SEES CLOUDFM GROUP DELIVER MEASURABLE CONTROL, TRANSPARENCY, AND OUTCOMES ACROSS FACILITIES MANAGEMENT PORTFOLIOS.

FIXING FM

PROJECT MANAGED BY: NICKY RAMAGE

Facilities management is often described in terms of activity: jobs raised, engineers dispatched, costs reported. Yet for many organisations, those inputs still fail to translate into reliable control over outcomes.

Since 2011, Cloudfm Group has worked to address this disconnect. CEO Jeff Dewing did not build the business around incremental improvement – the starting point was a structural rejection of how the sector typically operates.

“Cloud was started to address the fundamental flaws I saw in the industry,” Jeff says. “We were challenging the established way the industry behaved.”

Rather than attempt change from within large corporates, Jeff chose to redesign the model entirely. This time, culture came first.

“Cloud is a business designed to behave culturally; it was, and is, all about culture,” Jeff affirms. “From the outset, we behaved in a way that was always honest.”

CONTROL OVER INFORMATION INTEGRITY

An emphasis on behavioural structure defines how Cloud operates today. Technology supports the model, but does not define it. The key objective is control over information integrity.

“You cannot edit, hide, or delete data. You might not like what you see, but you know it’s true,” Jeff declares. “That principle directly challenges one of the sector’s long-standing weaknesses: unreliable reporting. Across facilities management portfolios, compliance is frequently presented as high, while real-world performance often tells a different story.

“We’ve never found a new client to be more than 25 percent compliant,” he adds, “yet these clients are often of the belief that they are 80 or even 90 percent compliant.” >>

↑
Jeff Dewing,
CEO,
Cloudfm Group.



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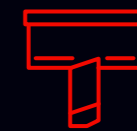
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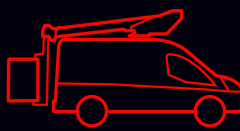
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Rather than relying on estimated reporting, Cloud restructures accountability around verifiable activity. Engineers and subcontractors are required to log time onsite using controlled systems, with payment tied precisely to verified presence.

"We pay to the minute," Jeff states. "If someone is on site for 17 minutes, they get paid for 17 minutes. It is a mechanism that removes a long-standing inefficiency in FM: payment for unverified or rounded labour time. It also removes ambiguity around delivery."

Cloud's commercial model follows the same logic. Traditional facilities management pricing is built around inputs like hourly rates and call-out fees. According to Jeff, that structure distorts behaviour.

"You've got a client trying to reduce cost, and a supplier trying to increase it to survive," he explains. "That creates bad behaviour and negative outcomes."

Instead, Cloud focuses on outcome-based delivery, where performance is measured against agreed value rather than activity levels. Financial

accountability is built into the contract structure.

"If we say you're going to spend nine million and you spend nine and a half," Jeff says, "we will repay you the difference."

It is an approach that has delivered consistent results across major client portfolios. Organisations such as TUI Travel, Wolseley Group, and TGI Fridays sit within Cloud's deliberately limited client base focused on scale rather than volume.

Across these portfolios, the company's impact is typically immediate. Cloud reports average first-year cost

reductions of up to 20 percent, alongside improved service accuracy.

"For every client bar none, we've reduced their spend in the first year and delivered a better service," Jeff notes. "At the same time, our model does not rely on reducing labour quality or suppressing rates."

"The difference lies in removing wasted or unproductive time. In practice, this involves a tightly integrated technology framework that tracks onsite activity in real time and requires every operative to scan in and out of buildings. >>



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BUILDING THE FUTURE, TOGETHER: THE SYNERGY OF LG BUILDING CONTRACTORS AND CLOUD FM

In the fast-paced world of facilities management, success isn't just about fixing what's broken, it's about foresight, reliability, and the strength of the partnerships behind the scenes. At LG Building Contractors, our mission has always been to provide more than just a service; we aim to be a seamless extension of our clients' operations. Nowhere is this more evident than in our long-standing, strategic relationship with Cloud FM.

A FOUNDATION OF SHARED VALUES

The partnership between LG Building Contractors and Cloud FM is built on a bedrock of shared values: transparency, innovation, and an uncompromising commitment to quality. As Cloud FM continues to redefine the facilities management landscape through technology and data-driven insights, LG Building Contractors stands ready as their critical, on-demand support network.

We understand that for Cloud FM, maintaining a vast portfolio of properties requires a supply chain that is as agile as it is expert. Whether it's a complex electrical overhaul, a critical plumbing emergency, or ensuring fire and security systems are beyond reproach, our team provides the boots-on-the-ground expertise that keeps their wheels turning.

DELIVERING EXCELLENCE ON DEMAND

"Our relationship with Cloud FM is more than a partnership; it's a synergy of expertise and dedication to excellence," says Luke Goodwin, Managing Director of LG Building Contractors. For us, supporting Cloud FM means more than just meeting SLAs (Service Level Agreements); it means exceeding them. We have tailored our internal processes to mirror the high-tech, high-efficiency model that Cloud FM is known for. This alignment allows for:

Rapid Response Times: In the building trade, time is often the most expensive commodity. Our fleet is strategically positioned to ensure we are on-site exactly when needed.

Total Compliance: In sectors like Fire & Security, there is no room for error. Our technicians are not only highly skilled but are constantly updated on the latest regulatory requirements to ensure Cloud FM's clients remain safe and compliant.

Integrated Communication: By utilizing shared data platforms, we provide Cloud FM with real-time updates, allowing for total transparency in reporting and cost management.

AWARD-WINNING STANDARDS

As award-winning contractors, LG Building Contractors brings a level of prestige and proven reliability to the Cloud FM ecosystem. Our accolades in building and safety are not just trophies on a shelf, they are a promise to our partners that every job, no matter the scale, will be executed to the highest industry standards.

When Cloud FM's clients see an LG van on-site, they aren't just seeing a sub-contractor; they are seeing a mark of quality that Cloud FM has carefully selected to represent their brand.

LOOKING AHEAD

The future of this relationship is focused on sustainable growth and further technological integration. As we continue to support Cloud FM's mission to bring better value and higher standards to the FM industry, LG Building Contractors remains committed to investing in our people and our equipment. Together, we aren't just maintaining buildings; we are building a more resilient, efficient, and professional future for the entire industry. Contact LG Building Contractors today to find out how our award-winning services can support your organization.

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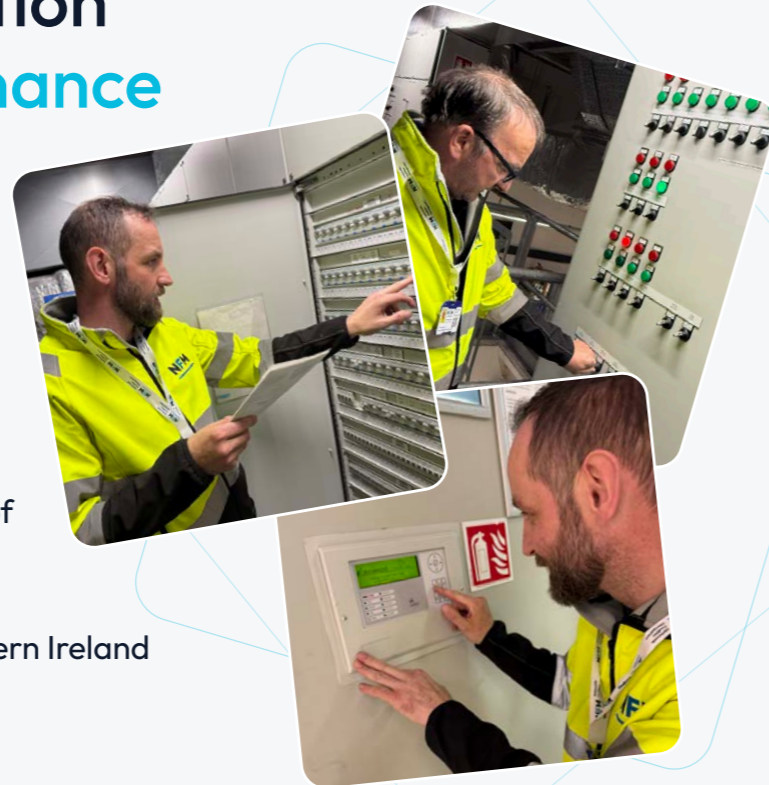


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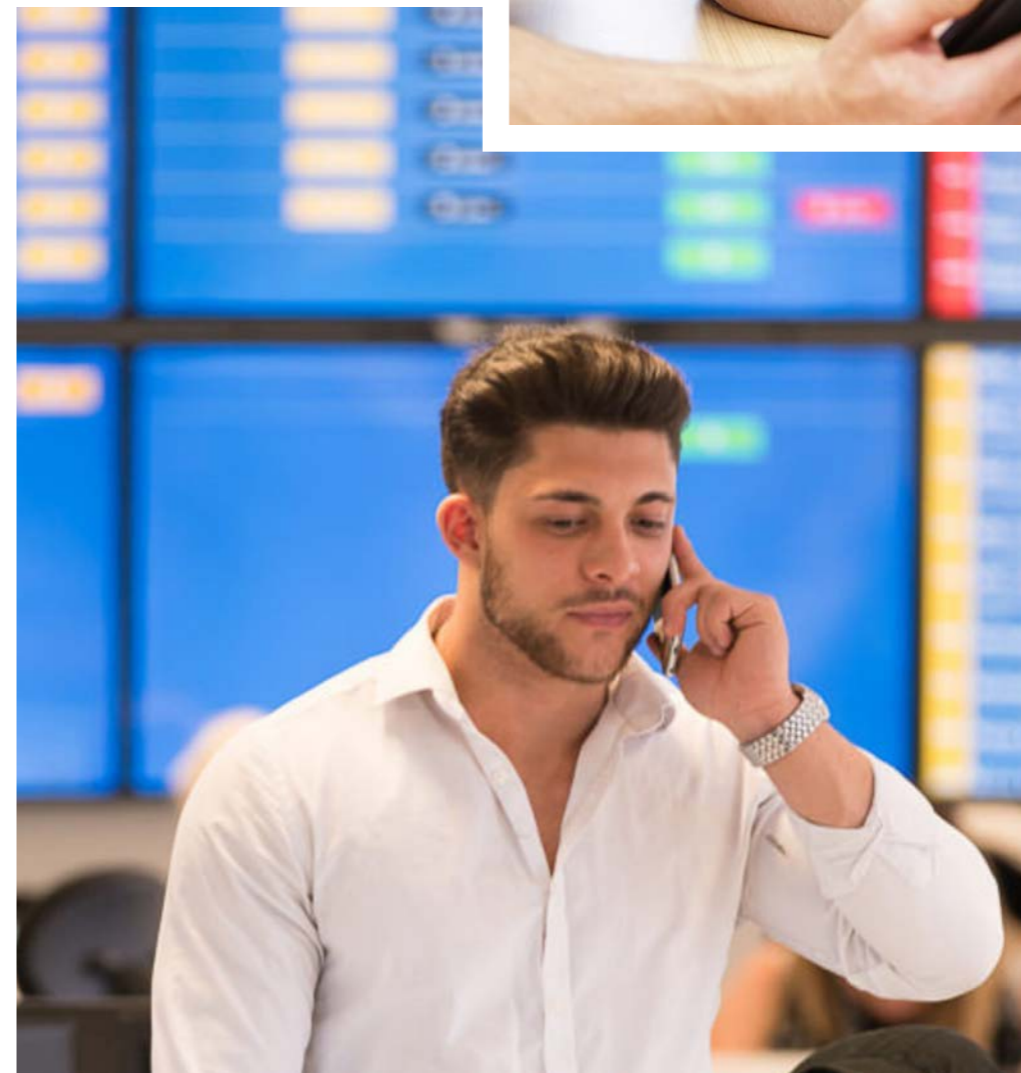
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Bolstered by location verification to ensure accuracy, it is a system designed to eliminate dispute, not just record data.”

CLEAR EXPECTATIONS

Alongside technology, process plays a defined role at Cloud. The organisation uses a structured service level document that defines responsibilities across all stakeholders, including clients, suppliers and internal teams.

“It is a unifying document that says, ‘this is how we’re all going to behave,’” Jeff reveals. “Everyone knows exactly what’s expected of them every day. This aligns with an operating philosophy that encourages transparency over defensiveness, even when issues arise.”



A combination of culture, process and technology has become the foundation for Cloud’s expansion beyond traditional FM delivery. It makes the company a refreshing alternative in an industry that has received criticism for prioritising financial targets over positive behaviour.

“Ultimately, the industry is numbers driven,” Jeff remarks. “But too much focus on revenue, margin, and forecasts can sometimes cloud people’s judgement and create a culture where people feel they have to say they’ve hit targets when they haven’t.”

BEYOND OPERATIONAL CONTROL

For Cloud, the next phase of the company’s journey will see it move beyond operational control into predictive intelligence. Specifically, the organisation has invested heavily in developing systems capable of identifying asset failure before it occurs. >>

Working with the University of Essex, Cloud has developed a patented system built around electrical harmonics rather than traditional sensor networks. The technology, known as Prism, analyses electrical signatures from connected assets to detect early signs of failure.

“What we can see is the 600 different harmonics being delivered by assets,” Jeff reports. “Those harmonics are like a fingerprint.”

“Unlike conventional IoT systems, our approach does not rely on extensive sensor deployment. Instead, it interprets variations in electrical behaviour as early indicators of degradation. If a pump is drawing slightly too much current, harmonics tell us instantly, long before it fails.”

The objective is to move maintenance from reactive response to predictive intervention, reducing emergency callouts and improving operational planning.

“If you predict a failure 14 days in advance, you remove the chaos that goes with it,” says Jeff.

Development of the new system began in 2019, supported by significant investment and academic collaboration. It is now being trialled with major real estate asset managers.

Commercial rollout of Prism is currently underway, but Cloud’s longer-term ambition extends further. That vision is a global asset intelligence network, known as GAIN. Designed to connect asset performance data across buildings worldwide, GAIN allows insights to be shared rather than isolated.

“At the moment, every building starts from zero,” Jeff concludes. “There’s no knowledge transfer. Under GAIN, performance data from one asset can inform decisions in another, regardless of geography or ownership. It’s a global intelligence network that everybody can tap into, with implications beyond facilities management and into areas like manufacturing, procurement and lifecycle decision-making. We are talking about a single source of truth for asset performance.”



“FOR EVERY CLIENT BAR NONE, WE’VE REDUCED THEIR SPEND IN THE FIRST YEAR AND DELIVERED A BETTER SERVICE.”