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SOFTECHNOLOGIES ANNOUNCES WIRELESS WORKFORCE AUTOMATION SOLUTION AIMED AT EMERGING AND MID-MARKET BUSINESSES

Mobility Suite EMB delivers mobile workforce automation through high-value, highly adaptable solutions compatible with multiple mobile phone and computing devices

Spokane, WA, June 14, 2011 – Softechnologies Corporation’s Field Mobility Solutions Group, an established developer of highly adaptable workforce management and mobile business software systems, announced today the launch of its Mobility Suite EMB. The product is a first in a series of next-generation software products that delivers enterprise level functionality at more affordable price point aimed at emerging and mid-market businesses (EMB’s).

The mobility software suite supports standard business functions for customer service, appointment booking, job scheduling, dispatch and workforce monitoring using proven application development technologies and Internet-based software, with a fully integrated mobile application compatible with many of the handheld and smartphone platforms in use today.

Mobility Suite EMB is comprised of a central console (*WorkCenter*), complemented by a choice of four supporting mobile application modules specifically designed for service work (*FieldTech*), inventory management (*FieldCycle*), remote order placement (*FieldOrder*) and field evidence collection (*FieldCustody*). As an additional enhancement to its comprehensive work management capabilities, Mobility Suite EMB can also include a mobile tracking module (*MobileTracker*) intended to bring an EMB to the next level of competitiveness. With an aggressive pricing structure and varying service levels available this offering is easily adapted to

each business profile's unique needs, and with the support of a wide array of standard mobile phones, smartphones, tablets, laptops and other mobile computing devices is well positioned to provide a robust solution to the underserved EMB marketplace.

Softechnologies' partner network consists of several device providers including Intermec, as well as wireless carriers and specialty software companies like Telogis who can provide complete turnkey, out of the box solutions for businesses seeking a fully integrated system. Conversely, Softechnologies Professional Services Group can also integrate and implement on a customer's existing backend, legacy system and/or and mobile infrastructure.

Technology

Mobility Suite EMB is offered as either a cloud-based or on-premise solution, and leverages a powerful core platform technology to deliver a practical and effective means to optimize and modernize field organizations. The core infrastructure was further developed and refined by Softechnologies following the acquisition of the then-known *Mobile Command Center* technology last year from Antenna Software.

Market Definition: EMB

“We have re-defined the traditional category of small and medium business, or SMB, field mobility market segment to encompass the unique needs of emerging microbusinesses and mid-market companies (EMB). Mobility Suite EMB is designed to be affordable and flexible, so that field automation can now benefit emerging businesses, those millions of companies out there with field workforces that are challenged with daily manual business processes”, said Vance Blakely, President and CEO of Softechnologies. “In addition to the benefits of increased productivity, reduced costs and improved customer satisfaction that have been a cornerstone of success for large and enterprise service organizations for many years, smaller businesses can now adopt these same tools, scaled to their needs and priced for their budgets, while adding significant value to help transform their businesses and allowing them to focus on growth.”

“In the economy and business climate that we live in today, field organizations are finding it necessary to automate their mobile workforces simply to stay competitive,” said Gary Hirst, Softechnologies' VP of Sales and Marketing. “Now, more than ever, business owners are realizing that technology can enable their companies, helping their workforces to become more productive, which translates into increased revenues and decreased costs as well,” he added. Art

Stephens, Dispatch Manager at Ptera Wireless agrees. “Softechnologies has replaced the previous outdated method we were using to perform duties as a dispatcher. Since we made the switch, it has become much easier to manage our workload, interact with our techs in the field and effectively handle the day-to-day changes that invariably occur. “

Pricing and Availability

The product is available now and is already in field trials with several businesses that are looking to automate processes, optimize their field workers and grow revenue. Pricing consists of a cloud-based, subscriber/user fee model which includes installation, service and back end support, or can be set up as a customer premise up front purchase of console and modules, with ad hoc support services.

Softechnologies is co-hosting two educational luncheons in Spokane with partners Intermec Inc. and Telogis, sponsored by Sirti and LaunchPad INW, on June 22nd, 2011 and July 11th, 2011 in Spokane, Washington. Event details and registration information may be found by visiting <http://www.WirelessWorkforceAutomationForEmergingBusiness.com>.

About Softechnologies

Founded in 1996, Softechnologies is a software development company that delivers a suite of high-value wireless workforce management solutions as well as custom applications designed to adapt to and optimize customers’ unique business processes.

The company is privately held and based in Spokane, WA, and employs 25 people with sales offices in Los Angeles, Houston, Boston and Melbourne, Australia.