RNS Reach Story

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CRIMSON TIDE LAUNCHES FIRST OWN BRAND MOBILE SOFTWARE PRODUCT

EMPLOYED FOR FACILITIES MANAGEMENT AT LEADING SUPERMARKET CHAIN

Crimson Tide plc ("Crimson Tide" or the "Company"), a leading service provider of mobile data and software solutions for business, is pleased to announce that it has launched its first Own Brand advanced software product designed for use in facilities management. Known as mpro3fx, the product features a special 'before and after job' photograph facility and GPS "geotagging". The product is to be rolled out for facilities management at one of the country's leading supermarket chains. Field trials are also being negotiated for the management and maintenance of over 5,000 ATM machines throughout the UK.

Barrie Whipp, Executive Chairman, commented: "mpro3fx is our first own brand software product and it incorporates our core scheduling, management and communications infrastructure. This is the first in a series of software products which we plan to launch over the coming months. We continue to be a full service company, but will now also be offering a range of products for a variety of applications, particularly in field service and healthcare."

The mpro3fx system allows office-based admin staff to manage the facilities management job-scheduling process using a web-based interface. Field-based workers receive and complete these jobs using a Smartphone device. Both office and field-based staff can receive pre-defined alerts via email when specified events occur.

In operation, the user logs on and is shown a list or calendar view of jobs. Once a job is opened, the user accepts it. When arriving at the job site

users mark this on the handset and are given an option to take a 'before' photograph of the job.

There is a facility for notes to be made while the work is in progress, and an option is given to take an 'after' photo of the finished job. The customer's signature is then obtained on the handset and the job registered as complete, after which it can be deleted from the Smartphone.

GPS tagging is included within the system allowing users to 'geotag' jobs and map user movements using online maps and all information is synchronised "over the air" in real time using GPRS.

mpro3fx is available on a subscription basis which includes all hardware, software and hosting. Crimson Tide believes the mpro3fx system offers an immediate return on investment to the customer without the need for capital expenditure or infrastructure.

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