



## Media release

Tuesday 9 May 2006

### **Dexterra and AirData partner to provide end-to end mobility solution**

**Sydney, Australia:** Enterprise mobility vendor, **Dexterra Inc.**, today announced a partnership with Australian mobility systems integrator **AirData** to provide end-to-end mobility solutions to local businesses.

The partnership will see AirData market, sell and implement Dexterra's Concert™ mobility platform and TransApps™ with an initial focus on its 500-strong customer base.

Both companies have an existing relationship with hardware vendor **Symbol Technologies** and as such, AirData will offer the full Dexterra product set in conjunction with Symbol's hardware. Dexterra has a global partnership in place with Symbol while AirData has been a Symbol partner for over ten years.

Commenting on the partnership **Drew Mitchell**, Vice President of Dexterra (Asia Pacific), said: "Dexterra and AirData share the same approach to solution development. AirData's internal understanding of business processes and its expertise in the mobility space sets them apart. They understand what the customer needs and don't just propose point solutions."

**Paul Stubbs**, AirData's Business Manager for Asia Pacific, commented there had been considerable interest in Dexterra's solutions from AirData's customer base.

"We anticipate strong take-up of the Dexterra solution offering across our existing and new customer base. Partnering with Dexterra gives us the added dimension to be able to cross-sell and up-sell. Our focus will be on working with customers to design and build the solution that they need."

According to Dexterra's Mitchell, mobility is the 'new wave' evident by the growth of mobility business applications and their increasing importance to customers. A market analysis published recently by *IDC* estimates the population of mobile workers worldwide will increase from **676.0** million in 2004 to **878.2** million in 2009, representing an increase from **23.1%** to **27.3%** in percentage terms<sup>1</sup>.

Stubbs agreed and added: "In the next five years, most organisations will have a person on staff solely focused on enterprise mobility. Those that don't embrace mobility are going to be left behind."

AirData's customers range from small to medium sized enterprises (SMEs) through to some of Australia's top 500 companies in the manufacturing, warehouse management and transportation sectors.

Dexterra, AirData and Symbol Technologies will be exhibiting together on stand #i56 at **CeBIT Australia 2006**, which starts today at the National Convention Centre, Sydney.

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<sup>1</sup> Worldwide Mobile Worker Population 2005-2009 forecast and analysis, IDC, October 2005, Volume 1

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**About Dexterra Inc**

Dexterra offers the leading mobile platform available today, Dexterra Concert(TM), to enterprises across the globe in industries such as manufacturing, transportation, real estate, utilities, IT consulting, government, facilities management and consumer packaged goods. Dexterra delivers competitive advantage with applications that address unique business needs quickly, efficiently and economically, and integrates with the largest selection of wireless devices and enterprise back office systems. With offices in Seattle, Toronto, London, Dubai and Melbourne, Dexterra also partners with technology leaders Microsoft, IBM, Motorola, EDS, CapGemini, Unisys, Itronix and Cingular. For more information, visit <http://www.dexterra.com>.

**About AirData**

AirData is a technology services company specializing in the design, development, supply and implementation of advanced data capture, wireless and mobile information business solutions. With more than 30 years' experience, AirData's continuing success relies on its commitment to simplicity, efficiency and flexibility; core business assurances that are often promised but seldom delivered. AirData enables businesses to be more responsive, cost-effective and competitive. [www.airdata.com.au](http://www.airdata.com.au)