



**FOR IMMEDIATE RELEASE**

## **DEXTERRA APPOINTS RIKKE HELMS AS EMEA MANAGING DIRECTOR**

*Former Vodafone Executive Joins Business Mobility Expert to Drive Strategic Growth and Profitability across EMEA*

**Reading, UK – 31 March 2008** – Dexterra Inc., the business mobility company, has appointed Rikke Helms as managing director of its EMEA operations. Based at the company's UK headquarters in Reading, Helms will be responsible for driving profitability in the region and supporting and developing new channel opportunities in the growing market for mobile enterprise applications.

Helms brings with her a wealth of experience, having previously worked for mobile operator Vodafone, where she headed its global business product division, before leaving to set up her own business. Helms held senior management positions at both Logical Group (now Logicalis) and IBM's E-Commerce Solution division, before being appointed president of the Digital Services division at Cable & Wireless, where she spearheaded the company's move into digital services and managed application hosting.

"Rikke has an impressive background in the industry and knows the enterprise application market inside and out," said Rob Loughan, CEO of Dexterra. "As we continue to increase our foothold in the EMEA region, she will be key in helping us grow our revenue and customer base while creating value-add partnerships. We look forward to her positive influence on growth and profitability throughout the region."

Helms is set to become an integral part of Dexterra's ongoing evolution, utilising her experience managing strategic realignment to enable the company's transition towards adopting an indirect sales model across EMEA. Helms will place increased emphasis on business partnerships, allowing partners to develop, market and support their own enterprise applications, based around the Dexterra business mobility platform. This will help the company to establish a better recruitment programme and provide greater reach into vertical industries as well as overall market penetration.

Helms will also advance product development with existing partners such as Accenture, AMT-Sybex, Aspective, CapGemini, IMS, Unisys and Vodafone, to further grow demand for enterprise mobility solutions. In particular, Vodafone last year deployed the Dexterra platform as the backbone technology for its successful Vodafone Applications Service (VAS), which has enabled the operator to deliver better services to the enterprise.

"The partnership we have established with Dexterra has been instrumental in helping us to develop customised enterprise mobility applications for our customers," said Ian Whitefield, mobility solutions director at AMT-Sybex. "As the market for flexible, tailored mobility solutions continues to grow, we have no doubt that Rikke will play a vital role in increasing our ability to deliver new applications to meet changing end-user demands."

Helms takes over as managing director of EMEA from Murray Bergin, who is moving to head up Dexterra's activities in the APAC region.



"I am extremely pleased to be joining Dexterra at such an exciting time," said Helms. "The company already boasts a leading position in the market for mobile enterprise technology and applications with an impressive customer portfolio and strong partner base. As Dexterra increases its emphasis on business partners, helping them develop and build on its highly flexible platform, the potential for growth is endless. The challenge for me will be to ensure we fully capitalise on the opportunities ahead."

#### **About Dexterra**

**The business mobility company.** Dexterra develops end-to-end mobile application and platform solutions for companies worldwide to manage and optimize their mobile workforce. Dexterra supports the largest selection of wireless and mobile devices and provides integration with the greatest number of enterprise back-office systems in use today. Dexterra solutions help companies, large and small, experience rapid deployments, greater returns, higher customer and user satisfaction, and a longer lifespan over any other competing solution. Industry leaders using Dexterra include Abbott, ADP, Department of Homeland Security, IKON, Sylvania and Emirates Airlines.

Dexterra has operations in the Americas, Europe, and Asia Pacific and a vast network of global partners such as Accenture, AT&T, IBM, Motorola, RIM, Telstra and Vodafone. For more information, visit [www.dexterra.com](http://www.dexterra.com).

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