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Dexterra Named a *CRN* Emerging Tech Vendor

Award Recognizes Dexterra's Mobility Platform and Global Distribution Channel for Partner-Developed Products

Bothell, WA, June 30, 2008 – Dexterra, the business mobility company, today announced it has been selected by Everything Channel as a *CRN* Emerging Tech Vendor for its extensive business [mobility development platform](#), Dexterra Concert, supporting developer program, and global distribution channel. *CRN's* Emerging Tech list captures companies that are delivering high margins for solution providers with innovative and easy-to-use technology that undercuts industry giants.

Dexterra Concert is an extensive and open [mobile development platform](#) that supports rapid and flexible development of mobile business applications, supporting a broad portfolio of [mobile devices](#) and back-office enterprise systems. Packaged with tightly integrated IDE tools, it eliminates much of the cost and complexity associated with [mobile application](#) development by enabling developers to build innovative mobile solutions without writing a single line of code. Dexterra was chosen by *CRN* for this enabling technology and its focus on delivering unique marketing and sales value to its development partners through its internal resources and distribution relationships.


Dexterra's DevNetwork partner program for mobile application developers offers end-to-end partner enablement training, tools, certification, mentoring, and marketing services that accelerate the development and go-to-market stages. It also provides a sales distribution channel that allows development partners to distribute their [mobile software](#) products through Dexterra's global network of wireless carriers and independent resellers.

According to the *CRN* Emerging Tech Survey, the top reasons solution providers add emerging technologies include, the technology is superior to other products in the market segment; the technology complements a solution provider's existing practice areas; emerging vendors provide better service opportunities; emerging vendors pay better attention to partners; emerging vendors offer higher margins, customers want alternative product choices; and emerging vendors have better joint marketing programs. In addition, 61 percent of solution providers surveyed plan to increase the number of emerging technology vendors they partner with in the next 12 months.

"New and innovative vendor partners can help spur profitable new ideas that solution providers can use to build revenue and customer loyalty, and the *CRN* Emerging Tech list is where solution providers go to find these vendors," said Robert C. Demarzo, senior vice president and editorial director, Everything Channel editorial.

Vendors who make the *CRN* Emerging Tech list must have an established solution provider program and formal guidelines for recruiting channel partners. They must demonstrate that its direct sales mix is trending down as evidenced by the company's revenue history, have a channel positive or channel neutral strategy for internal sales compensation, and not be a dominant market share player. Final selection to the Emerging Technology list was made at the discretion of the *CRN* editorial team after a review of the submitted information and conversations with current or targeted partners.

"To be recognized as a *CRN* Emerging Tech Vendor reinforces our strong dedication to offering leading development and channel programs, and to the extensive advantage and value our technology provides to partners and customers," said Marc Austin, vice president and general manager, North America at Dexterra. "Our mobility platform, Dexterra Concert, has become a pivotal foundation for organizations around the world that want to develop and distribute valuable [mobile](#)



[solutions](#) that improve customer satisfaction, streamline business processes and enhance [mobile worker](#) productivity.”

About CRN

CRN provides solution providers and technology integrators with the crucial information and analysis they need to drive their company's sales. As an advocate for and voice of the IT channel, solution providers turn to CRN first for immediate information. Celebrating its 25th year, CRN is the most trusted source for channel professionals. CRN can be found on the web at www.channelweb.com.

Everything Channel (www.everythingchannel.com, www.channelweb.com)

Everything Channel, formerly CMP Channel, is the global leader in technology sales and serves as the one stop shop for the sales channel that drives 75 percent of technology sales throughout the world. IT suppliers and Solution Providers turn to Everything Channel to manage and accelerate their business. Everything Channel provides the answer to strategy and branding, online marketing, research/market intelligence, lead generation, branded and custom events, education and workflow tools targeted to those who buy and sell through the Channel. Everything Channel is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$2.5 billion.

About Dexterra

The business mobility company™. Dexterra provides a broad portfolio of mobile applications built on its open mobility platform, Dexterra Concert™, that enables businesses worldwide to manage and optimize their mobile workforces. Dexterra supports the largest selection of mobile devices and integrates with the widest range of enterprise back-office systems in use today. Dexterra's end-to-end 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.

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.

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