

Press Release

Copenhagen, December 1, 2009

Maconomy streamlines international operations at PocketMobile

The international ERP provider Maconomy has signed a new agreement with the Nordic mobile software supplier PocketMobile. The company streamlines its business with the Maconomy Consulting Solution and Maconomy Analytix including order, warehouse and subscription management and CRM capabilities.

The ERP provider Maconomy has signed a deal with the mobile technology company PocketMobile for the delivery of a Maconomy Consulting Solution and the Business Intelligence solution Maconomy Analytix for 70 users across the Nordic markets.

PocketMobile, the creator of the end-to-end mobility platform PreCom, provides mobile workforces such as truck drivers, security guards, service technicians, home health cares and other professionals in the Nordic region with mobile solutions with and through partners.

The Maconomy Consulting Solution consists of integrated modules for Finance, Project and Resource Management supporting the business and back office processes in project oriented organisations. Seamlessly integrated with the Business Intelligence solution Maconomy Analytix, the solution will provide PocketMobile with a complete overview of their international work processes and a series of efficient project management workflows.

“We have decided to streamline our operations by implementing the Maconomy Consulting Solution and the Business Intelligence solution Maconomy Analytix. The integrated solution from Maconomy includes a lot of software industry-specific features along with the international setup we need,” says CEO Fredrik Gottfridsson, PocketMobile.

PocketMobile recently expanded its operations in the Nordic region by opening two new branch offices in Copenhagen and Oslo. The Maconomy solutions contain multi-office and multi-currency capabilities to strengthen the efficiency of PocketMobiles’ future global project and financial management.

“We are pleased with our new deal with PocketMobile, which is considered a standard bearer in the growing mobile software industry. PocketMobile has recently expanded its business, and to ensure efficient project management in the future this calls for a set of flexible ERP and Business Intelligence solutions that can be implemented across international markets. The deal with PocketMobile underlines the fact that our solutions are an excellent match for organisations that deliver a combination of professional services, hardware, software, maintenance and support on a global platform,” says Bo Johansson, Country Manager, Maconomy Sweden.

PocketMobile has invested in ERP and Business Intelligence for 70 users across its Nordic markets in Sweden, Denmark and Norway. PocketMobile expects to go live with the solutions from Maconomy on March 1, 2010.

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Please note that this release does not affect Maconomy's financial expectations for 2009.

About Pocket Mobile (www.pocketmobile.eu)

PocketMobile Communications AB is the Nordic region's market-leading software supplier of mobile solutions for companies with their own vehicle fleet or mobile employees. PocketMobile has developed the end-to-end mobile platform, PreCom, which is the basis for PocketMobile's business. PocketMobile has a partnership strategy and reaches the market with and through partners.

PocketMobile was founded in Sweden in 2001 and has today around 80 employees at offices in Stockholm, Gothenburg, Copenhagen and Oslo.

About Maconomy (www.maconomy.com)

Maconomy is a global supplier of industry-specific business solutions for project- and service-oriented companies (“Professional Services Organisations”). Maconomy provides services to approx. 600 customers in 50 countries through offices in the U.S. and Europe, and through a comprehensive partner network. More than 120,000 users worldwide use Maconomy's business solutions.

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