

Lammtara appoints PR firm MCC International to target corporate and SME customers

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Lammtara positioned as MSP for managed access services on any platform

Lammtara Industries, provider of managed access to applications and databases via WAP, GPRS (2.5 & 3G technologies), SMS, WEB platforms and Voice Service Provision (VSP), has appointed UK PR agency MCC International to champion the issue of 'any platform' communication for remote and mobile users.

Lammtara Industries offers a structured and proven approach for solutions to mobile and remote working. Managing complete access to applications and Internet/Intranet databases, Lammtara Industries utilises some of the most advanced technology platforms currently available, including WAP and GPRS. Current customers, including Cadbury Schweppes, BP and VW, reflect Lammtara's success to date in the corporate sector. Strong partnerships with service companies including Logica, Cellstar and Kingston Telecom will continue this, as well as address the SME space where the need for affordable access solutions is paramount.

Chief Executive for Lammtara Industries, Stephen Sowery, explains, "Mobile staff and those who work remotely are an ever-increasing issue for all businesses in a modern day environment. As such, the need for communications devices grows and so do the technologies by which communication is effected. That is where Lammtara shows its strengths by providing managed access solutions using all current technology platforms, including access by means of voice service provision."

Founded in 1995, Lammtara's vision is to be a pioneer in convergence and emerging technologies and in the creation of Internet related added value solutions. Sowery continues, "Experience has demonstrated that customers want specific solutions without necessarily understanding the technology behind their request. Lammtara strives to understand a customer's business, its channels to market and most importantly its people." Mike Kilgannon, Product Development Director for Lammtara adds, "Customers of Lammtara will receive the solution they set out for knowing that reliability, scalability, robustness and security are all taken care of at a flexible cost of ownership - peace of mind for the customer is key."

Ian Peel, director at MCC International, comments, "Lammtara enjoys an academy of in-house engineers and development capabilities. They are at the cutting edge of today's technology that will include advanced voice service provision. Our role as the PR partner is to develop the positioning of Lammtara in the UK, and raise awareness of the issues of mobile or remote working into the corporate and SME sectors."

About Lammtara Industries

Lammtara provides managed access to applications and databases via WAP, GPRS (2.5 and 3G technologies), SMS, WEB platforms and Voice Service Provision (VSP). These applications allow customers to provide mobile and remote workers the ability to view, manage and maintain content and data from the ever-growing range of devices.

Lammtara has an in-house academy of engineers qualified in developing applications and facilitating them via the many communication platforms. They work closely with commercial partners, such as Logica and Kingston Telecommunications. Such partnerships enable the delivery of access solutions for Corporations, including BP and Cadbury Schweppes, as well as SME customers.

For more information please visit <http://www.lammtara.com>

About MCC International

Founded in 1987, MCC International Ltd is a specialist public relations consultancy working exclusively within the Information Technology industry. MCC delivers a results-oriented, pro-active service based on innovative and creative strategies. Headquartered in Winchester, UK, MCC International also founded the MediaXL Group of pan-European IT PR agencies in 1997, and the IT industry's foremost data store ITCaseStudies.com in 2000. MCC's client experience includes Cabletron, Fujitsu (Teamware), Software AG, Maxtor, Tally, Network Associates and Sony UK/Europa. Further information is available from: <http://www.mccint.com>

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