

BLUECOM LAUNCHES TO PROVIDE TARGETTED MOBILE DATA SOLUTIONS

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New Focus Promises Increased Profitability for UK Businesses Using Mobile

Data Solutions

Perivale, UK - Bluecom Group Ltd today announced its launch as a mobile data solutions supplier and integrator, building on the existing business success of its customer base. Initially focusing on the transport, field service, public sector, construction and waste management industries, Bluecom aims to contribute positively to the bottom line of each of its customers by providing tailor-made mobile data solutions to optimise company performance.

Bluecom offers standalone modular mobile data solutions that can be integrated into back office systems and other third party applications to enable companies to benefit from bespoke systems that fulfill their exact needs today, with the flexibility to adapt to any business change ahead.

Bluecom aims to improve business performance through its value-added services that benefit from the experience of its highly-knowledgeable workforce.

Bluecom solutions are designed with four specific criteria in mind. It offers increased profitability through cost reduction and revenue growth, increasing customer satisfaction and improving retention rates. Using Bluecom mobile solutions, companies can have better control of the business by enabling managers to adapt the solution as business needs change. Peace

of mind can be achieved by implementing systems to maximise the security of vehicles, drivers and assets on the road, which are valuable and susceptible to theft. And finally, Bluecom can help companies to manage any changes to work legislation to ensure they comply with legal obligations.

"Better communication means better business, and that automatically enhances the profitability of an organisation," says William Fattal, chairman at Bluecom. "Simply by enabling better management means performance can be optimised and profitability can be increased. Reducing costs and enabling revenue growth are just two of the ways in which mobile data can directly improve company performance."

To ensure that customers receive the most cost-effective solution to suit their needs, as well as helping to define the most appropriate mobile solution, Bluecom's industry experts will identify the most appropriate solutions for customer requirements and offer training and dial-up support services when required.

A portfolio of products is available to choose from, covering end to end data communication, telematics, portal-based services and vehicle location and tracking. Additionally, Bluecom solutions require no capital investment as the company offers flexible finance options.

"We have launched our new range of products to help our customers achieve

maximum benefit from their mobile data solutions by providing them with expertise relevant to their specific industry sector," continues Fattal.

"Having specialist knowledge of these industries, working with and listening to our customers, means that we can provide a complete and independent service which will help our customers to define how to make the most of their mobile resources and then deliver against these requirements. Our technology is flexible and scalable so, regardless of the size of company, we have a mobile data solution that is made-to-measure."

Customers from different industries which are already benefiting from Bluecom's cost-effective solutions include haulage provider, J&M Attwood, IT support services company, Datalect, and courier company, Arrow Despatch Logistics.

Bluecom also partners with leading organisations to provide its best-of-breed solutions. Partners currently include Vodafone Paknet, and Transcomm. For more information about becoming a partner, please contact marketing@blue-com.co.uk.

"We are committed to continually developing our solution with enhanced products and solutions to help companies adapt to the ever-changing demands of a modern business," concluded Fattal.

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About Bluecom

Bluecom is committed to providing excellence in mobile data solutions that will contribute positively to a company's bottom line. Bluecom offers unbiased sector-specific knowledge which takes the myth out of mobile data and puts control back into the hands of the organisation. For more information visit www.blue-com.co.uk.

Bluecom is a privately-owned company based in Perivale, Middlesex.

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