

Fast-growing OfficeSpark* becomes Sun Microsystems iForce partner

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Leader in the new wave of wireless collaborative contact management services adds to Sun iForce community

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OfficeSpark*, a company formed in September last year to market a new generation of highly integrated Wi-Fi and web-based communication, collaboration and customer relationship management (CRM) services, announces today that it has been officially enrolled as a business partner in Sun Microsystems's iForce Initiative.

Able to be customised to users' requirements, OfficeSpark* integrates in real-time all critical commercial, administrative and communications functions that make an enterprise more productive "On-Demand". OfficeSpark* is completely SMS-enabled, introducing a new dimension to business communications.

The credentials of the recently-formed company include connections with a seven-year old associate firm, Thinking Applications, whose advanced, Java-based Ocean middleware OfficeSpark* services are built upon. Sun's new partner also has a relationship with Staellium, an international firm in the USA that advises on corporate strategy, marketing and investment.

OfficeSpark* will initially direct its main sales effort at the financial services market in the UK, a sector that it is already familiar with and one where Sun is well-established. It will then expand into the human resources and marketing services industries. A number of major companies have already become OfficeSpark* technology customers including Mizuho, SkillsHub, Wightman Fletcher McCabe.

MUTUAL BENEFITS

A number of benefits are expected to be gained by both OfficeSpark* and Sun. The partnership will provide OfficeSpark with funds for marketing, and help fast-track its entry to the mid-market. Sharing common interests and values, OfficeSpark* will join a collegiate community of Sun development partners, marketing and selling partners. Sun itself will benefit by continuing to deploy its strong partnership culture in the world of fast growing UK companies dedicated to Java.

"Sun's iForce Initiative brings together Sun and its best of breed partners to deliver proven solutions that reduce cost and time to market. It offers young companies many opportunities to meet other organisations and to co-develop

future technologies together," said Gary Nugent, iForce Partner and Mid-Market Director, Sun Microsystems UK.

"The partnership with Sun is a key step in the rapid expansion plans for OfficeSpark*," said Ketan Pandya, the company's co-founder and Chief Executive Officer. "In the UK, entrepreneurs like ourselves insist on having the best services directly accessible with any mobile device, and with Sun's partnership, we hope to accelerate our engagement with likeminded customers and continue to expand our footprint. That will help us continue to make a difference with larger companies that are adopting the Wi-Fi paradigm to manage their customers' needs. The sales of hosted CRM, Wi-Fi and web services are forecast to increase dramatically and Sun recognises that we offer an attractive and robust solution for people that are no longer content with the limitations of old-style systems."

AN INTRODUCTION TO OfficeSpark*

As an early web services provider to the ASP market in London, the company's hosted and integrated service is founded on the successful track record and experience of its business associate, Thinking Applications and that company's advanced, Java-based Ocean middleware.

OfficeSpark began trading in September 2003, selling a new, hosted service via the internet that brings together CRM, unified messaging (e-mail, SMS) and other facilities to improve communication, collaboration and productivity. Its initial sales effort will be directed at the financial services industry, followed by human resources and marketing services sectors.

The OfficeSpark* service lets organisations, teams and individuals access business information remotely via computer, personal digital assistant (PDA), mobile phone or any similar device, anywhere in the world at any time. The service is not dependent on any one operating system or hardware platform. Each user's information is stored securely in one place, in real time and may be accessed by authorised persons or teams.

A strategic and competitive advantage for OfficeSpark* is the company's relationship with Staellium, Inc., an international advisory firm based in New York, that also has offices in London and other key business centres around the globe. The advisory firm specialises in selecting entrepreneurial companies such as OfficeSpark* and helping their investors monitor the enterprise's performance using digital predictive tools.

Staellium develops its advanced technology in the UK. Derived in some cases from military technology, its highly advanced mobile corporate intelligence visualisation software predicts, monitors and analyses financial events and

corporate security breaches in real time. One such technology is being developed with OfficeSpark* and will link to and enhance a performance 'dashboard' forming part of the functionality offered by the web services company.

ENDS

Note to Editor - The founders of OfficeSpark* entered the Microsoft Digital Britain Awards in 2001 and won 'Best Sales Service Portal for Retail' category.

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