

Brand Communications helps United Utilities implement Mobile Data Solution.

Submitted by: Brand Communications

Monday, 10 January 2005

Brand's Mobile Data Solutions - Utilised Again!

HUNTINGDON – 10th January 2005 – UK based, Mobile Data Specialists, Brand Communications Limited, today announced that United Utilities, the largest multi-utility, who supply electricity, water, and wastewater services to millions of people in the UK, have selected the Brand 'Apollo' solution to be installed into their corporate network, equipping mobile engineers out in the field with real time mobile data technology.

United Utilities were keen to implement a reliable, secure and user-friendly mobile data solution, to further improve their customer service by enhancing productivity and communications. The adoption of Brands Apollo 'Anywhere' solution will provide their field workforce with access to job critical applications using GPRS.

Brand's Apollo 'Anywhere' is an innovative mobile data client / server solution. It makes mobile data a reality for business critical data applications using seamless roaming. It removes the uncertainty of using a wireless network to transfer vital information by transparently integrating GSM, GPRS, 3G and WLAN (802.11b) or WiMAX (802.16) networking with consumer or Enterprise LAN environments. The system also optimises the TCP/IP traffic to enhance the user experience and at the same time secures the data with a military grade AES encrypted VPN which removes some of the concerns about deploying Enterprise data over public bearers such as DSL, WLAN or GPRS. Additionally, the Brand Apollo Anywhere solution has an integrated GPS capability which is essential for field asset tracking to optimise the remote field force and secondly to comply with health and safety regulations relating to lone worker operation.

United Utilities field workforce, provide an essential service to the company and its customers, working around the clock to provide water, wastewater, and electricity. It was vital that a solution was deployed whereby field-based workers could access mission critical data anywhere and at anytime.

By selecting Brands 'Apollo' solution and deploying it into its corporate network, its remote employees will be provided with fast and reliable access to mission critical applications such as maintenance work records, plans, maps, customer information, corporate databases, email and internet.

Brand's technology offers United Utilities secure dynamic switching across public bearer networks. For example, the mobile engineer could be using a GPRS connection out in the field but loses coverage. The Brand client automatically roams onto a switched circuit network (GSM), securely and seamlessly with no interruption to the applications or reconfiguration from the user.

Angela Sadler, Mobile Solutions Project Manager at United Utilities explains "We needed a solution which is flexible, scaleable, resilient and manageable and the Brand Solution proved to be the best fit for us!" Brand's technology enables us to deliver an improved service in a more efficient and effective way."

Martin Kendrick – Brands Managing Director commented ‘United Utilities are continually striving for the competitive edge and focusing on the ever increasingly need to provide a safe, reliable and constant service for all customers. With Brands previous experience in providing mission critical mobile data solutions to Utility companies across the globe, United Utilities turned to Brand to enhance their service provision by implementing a secure, reliable and future proofed solution and we are delighted to be involved with such a prestigious project.’

About Brand Communications:

Brand Communications is a global leader in mobile data and remote access solutions. We develop, manufacture and market a range of leading mobile, remote office and site-to-site access solutions for all environments including ISDN, PSTN, Fixed Lines, Satellite, Wireless LANs, GSM, HSCSD and GPRS. The Brand solution is the Mobile Data product of choice for many network providers and corporate organisations alike. It is designed to manage and take care of many of the unique characteristics of mobile data and wireless networking and to deliver clear and unquestionable business benefit to the business community. Apollo has helped to significantly grow the number of active Mobile Data users worldwide and has delivered tangible paybacks to many networks and their users. For further information please visit: <http://www.brandcomms.com>

About United Utilities:

United Utilities is the UK’s leading multi-utility company, supplying electricity, water, gas and telecom services to millions of people in the UK and around the world. It is the UK’s largest operator of water and wastewater systems, a leading provider of customer management outsourcing services. The company employs more than 17,000 people and has an annual turnover of £1.9 billion. For more information on United Utilities please visit: <http://www.unitedutilities.com>

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