

# Sales and Marketing Appointments Reflect Continued Growth At 1st Touch

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1st Touch ([www.1sttouch.com](http://www.1sttouch.com)) the UK's leading developer of mobile systems for the social housing (<http://www.1sttouch.com/solutions/social-housing/social-housing-overview.html>) and local authority (<http://www.1sttouch.com/solutions/local-government.html>) sectors has appointed Mim Claridge as UK Marketing Executive and Russell Holmes as Senior Account Manager. In her new role, Mim will drive 1st Touch's UK marketing and social media campaigns. Previously, she worked for ergonomic and assistive technology company Keytools, where she managed a broad range of marketing programmes. Russell Homes joins from Readsoft Ltd. where he was a Business Development Manager for Oracle based document management services. In his new role, Holmes will drive new enterprise systems business opportunities for 1st Touch.

Commenting upon the new appointments, 1st Touch Business Development Director Cherry Rance said, "1st Touch continues to grow rapidly and these appointments reflect the considerable increase in demand for our mobile products across multiple platforms and formats. Mim is an extremely experienced marketing practitioner and brings with her considerable knowledge of the technology sector. She is an ideal person to drive our UK marketing programmes to the social housing and local authority sectors. Russell also has an excellent track record at Readsoft where many of his clients were in the local authority sector. We are confident that his evident skills in driving sales based growth will have a significant and positive impact in taking the benefits of 1st Touch enterprise mobile solutions to our markets."

Commenting on her appointment Mim Claridge added, "The 1st Touch brand is now recognised as the market leader in the supply of mobile technology across the social housing and local authority sectors. I look forward to using the latest marketing and social media techniques to take the brand to even greater heights."

For his part Russell Holmes noted, "The spread of mobile technology across new platforms and new areas of usage in both the social housing and local authority sectors means that the demand for 1st Touch solutions is thriving. I look forward to capitalising on this significant opportunity."

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About 1st Touch ([www.1sttouch.com](http://www.1sttouch.com))

Southampton based 1st Touch, a subsidiary of Aareon AG ([www.aareon.com](http://www.aareon.com)), has enabled dozens of field workforce-based organisations to embrace new mobile technologies and so achieve significant savings, greater productivity and more cost-effective use of resources. 1st Touch Mobile delivers clear and unique benefits: - Reduced costs to organisations because airtime is minimised and the system is always available with or without airtime. - Flexibility through simple customer control over forms creation and amendment. - Integration to multiple back office and other enterprise software applications, so that data is entered only once.

With its widely acclaimed mobile technology, 1st Touch has a clear focus on the Social Housing and Local Government markets. Many social housing providers and local authorities, at large, now benefit from the

fast and tangible, best of breed benefits that 1st Touch mobile technology delivers to the enterprise.

To date, over 50% of the social housing market, which has deployed mobile technology, has chosen to implement 1st Touch. In local government, 1st Touch has already been adopted for a wide range of mobile workforce uses. Ready to use applications for local authority organisations include: Public Buildings, Highways/Street Services, Environmental/Waste Management, Revenues and Benefits, together with Planning Control and Trading Standards.

1st Touch software is available on a wide variety of platforms including: Windows Mobile, Apple and Android.

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