



**SOSTILIO & ASSOCIATES**  
INTERNATIONAL, INC

PO Box 830190  
Ocala, Florida 34483-0190  
☎ (352) 624.2625  
📠 (352) 624.0910  
✉ Sostilio@flash.net

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## Sostilio & Associates International Digest – SAID

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### Acquired and Renamed and Just Renamed

**January 8, 2008:** Changing the way data is captured and transmitted is an ongoing reality in today's networked environments. Far from being standardize, a number of companies have struggled to establish realistic benchmarks that servicing organizations should achieve.

Over the past twelve months of numerous acquisitions and mergers, two companies showed considerable progress in setting forth their methodology of data capturing and transmission to other devices for personal interaction.

**MWA Intelligence (MWAi)**, a worldwide customer service company with expertise in the office equipment and utilities vertical markets with M2M (machine-to-machine) and M2P (machine-to-people) technologies and ECI<sup>2</sup>, a premier developer of industry-specific business operations software and integrated supply chain automation, with an emphasis on e-commerce capability and supplier connectivity put forth remote asset management tools that were focused on the service technician. Now in one strategic agreement, MWA Intelligence will be able to provide the most comprehensive, and complete turnkey package capable of improving device and personal efficiencies and the management within the independent dealer community.

MWAi acquired from ECI<sup>2</sup>; OMD Corporation's Service On-the-Go and La Crosse Management System's Tech Raptor. These two acquisitions originally acquired by ECI<sup>2</sup> in December 2006 and July 2007 in that order, dramatically enhances MWAi's systems, namely uniting three applications (Tech Raptor, Service On-the-Go and Intelligent workforce) into one turnkey application that is device independent and able to tract and report device data, tract and monitor service call activity, measure technician efficiency and generate custom

management reports. Already a known entity among the majority of independent dealers, OMD's Service On-the-Go lacked a number of abilities that MWAI will now supplement such as the capability of reporting to Pocket PC's, RIM Blackberry devices, laptops and PDA's; even touch tone telephones. Another unique feature MWAI provides is the ability to operate in a "disconnect mode" where by a technician can enter data into his/her mobile device and stored if he or she is not in the coverage area then will automatically synchronize the data to the ERP once the technician is back in coverage. La Crosse Tech Raptor users can expect to be able to move data from one technician to another plus enter data on a real time daily basis. These are but a few of the myriad of enhancements that La Crosse and OMD customers can expect to realize in the very near future.

MWAI had long sought to be the best and most comprehensive provider of remote data capturing and transmissions in the market and under the leadership of its President and CEO Michael Stramaglio has taken a giant step in accomplishing that goal. Of course a lot remains as to how successful the merger will be, given the nature of manufacturers and their dealers of wanting to control access to data from their machine populations. MWAI faces the larger task of keeping those dealers using La Crosse and OMD and to expand its customer base, not an easy task given the looming economic times that many economists are predicting. However, MWAI's systems will now be ever so more valuable when the economy tightens because its utilization can improve service efficiencies, cut down on wasted service trips, get accurate usage data and assist in rapid billing.

It seems to me that this acquisition by Stramaglio/ MWAI was very fortuitous.

Bob Sostilio