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MWA Intelligence, Inc. Establishes Dealer Advisory Council (DAC)

Committee creates formal link between MWAI and office equipment providers for future product roadmaps, joint marketing, user feedback and more

SCOTTSDALE, Ariz. — March 08, 2007 – MWA Intelligence, Inc. (MWAI), a leader in remote asset management tools and mobile workforce automation systems and services today announced the creation of a formal Dealer Advisory Council that will link the company with core constituents from the office equipment industry. The committee will be utilized to identify future product roadmaps, plan joint marketing programs, drive efficient update processes, deliver field training and support, and acquire end-user feedback.

“Today, mobile workforce automation systems and services are being integrated into almost every critical business process, so we formed this council to keep our company in lock-step with the evolving needs of office equipment providers and their customers,” said Michael Stramaglio, President and CEO of MWAI. “Our primary objective is to align MWAI’s emerging technology and expanding suite of services with the day-to-day needs of those who manufacture, sell, support and/or utilize copiers, printers, MFPs and associated products.”

Made up of nine different office equipment providers from across the industry, the MWAI Dealer Advisory Council held its first official meeting February 14-16, 2007 in Scottsdale, Ariz. Attendees among many MWAI partners included ROI Print Manager, creator of an innovative suite of document production behavior modification software, and BEI Services, an industry leader in MFP performance benchmarking and technician compensation. Ongoing communication is planned to take place throughout the year, and the DAC will reconvene annually to address an agenda full of the most important subject matter to date.

“Field relevance is the name of the game today...product manufacturers and service providers need to have in-depth awareness of their customers’ needs,” said Shane Hannan, Director of Sales, ROI Print Manager. “With MWAI’s Dealer Advisory Council, we now have a forum to identify opportunities and challenges, and shape a more effective and successful business for all parties involved.”

The MWAI Dealer Advisory Council will be focused on identifying the most appropriate roadmap for new systems, software and services; defining a streamlined process for bug fixes, patches and updates; creating a convenient channel for end-user feedback and response; delivering training and support materials and resources; and establishing joint marketing programs to drive incremental sales and service opportunities.

“I thoroughly enjoyed the opportunity not only to see the future enhancements of MWA Intelligence, but even more importantly, to be a part of the development of those enhancements through the input with a diverse group of dealers from around the country.” said Sherry Harmon, DAC Advisory Board Member and Network Software Specialist of Charlotte Copy Data.

MWA Intelligence solutions include asset and resource management tools and related software, hardware and communication technologies to manage employees, assets and business operations more efficiently. The company’s Intelligent Service and Intelligent Workforce modules enable remote management of mobile workers, automate dispatch workflow, streamline service operations and facilitate the exchange of business-critical information and reporting.

About MWA Intelligence, Inc. — MWA Intelligence, Inc. offers leading-edge technologies, world-class customer service and expertise in the office equipment and utilities vertical markets. We deliver comprehensive solutions to companies in need of remote asset management and improved service standards. MWA Intelligence has developed a platform-independent approach to asset, service and mobile workforce management that is flexible and scalable to accommodate company’s unique requirements and grow as your business model evolves. Our solutions drive greater customer satisfaction and profit to the bottom line. For more information, please visit: www.mwaintelligence.com.

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