



Press release
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Aspiro and Syntagma to develop wireless application giving mobile sales forces more control and greater freedom

Syntagma, Scandinavia's market leader for sales force automation systems, and Aspiro, one of the world's leading mobile application developers, will jointly develop a new application for mobile sales force management in the consumer product industry.

Wireless Merchandiser, which will employ the latest in mobile telecom technology, such as "push" and GPRS, is designed to help sales managers plan and audit the activities of merchandisers in the field. Among the application's basic functions are assignment entry and dispatching, route planning, customer information access, in-store activity reports and aggregated analyses. Wireless Merchandiser's ability to capture and fully integrate real-time data will greatly increase productivity and improve customer service.

– The partnership with Syntagma is important as it allows us to complement our product portfolio with yet another business to business application for the international market. It also gives us a solid foundation for the future development of new vertical applications. Furthermore, on the Scandinavian market Syntagma represents an excellent distribution channel for this type of business application, says Johan Rosenqvist, product manager, Aspiro Wireless Corporate Services.

The launch of Wireless Merchandiser further strengthens the existing partnership agreement between Syntagma and Aspiro.

– It is a partnership that feels natural as well as strategically important. The market for mobile systems is growing incredibly fast and as the market leader for mobile automation solutions we intend to be at the forefront of developments. Wireless Merchandiser is just the first of many products we will develop close cooperation with Aspiro for international markets, says Lars Kandefelt, vice president of Syntagma AB.

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About Aspiro

Aspiro develops wireless applications and services, using WAP, SMS, GPRS and other innovative technologies. Aspiro offers operators, content providers and mobile organizations a wide range of solutions, from pre-packaged WAP services to strategy consulting involving value-added services.

Founded in 1998 Aspiro is today one of the world leaders of mobile applications and services. The company has over 100 employees and offices in Sweden, Norway, Luxembourg, USA and Hong Kong. Aspiro's business concept, organization and operations are based on many years of experience gained in the wireless telecommunications and IT industries.

About Syntagma

In 1987 Syntagma created the Scandinavian market for mobile PC-based sales force automation (SFA) systems for the consumer goods industry. Syntagma now possesses a market leading position in the Scandinavian region with more than seventy customers in the CPG industry.

The company offers total solutions including software, hardware, project management, education, service and support. Today Syntagma has more than 70 employees and offices in Sweden, Norway, Finland and Denmark.