2000-08-03

Adera develops e-business strategy for Time System's Internet and WAP products

Under the name Mobipro, Time System has established a company to sell Internet and WAP-based planning calendars. Marketing and support are provided through the company's website, developed by Adera.

Adera has developed an e-business solution to provide global marketing and support for Time System's new Internet and WAP products. Time System has developed several software solutions that make it possible to use the company's well-known calendar and planning tools with the Internet and WAP technology. The products are sold and marketed by Mobipro, a newly established subsidiary of the Time System Group. The company's first product – TimeWAP, an application enabling employees to manage complex projects by WAP phone – is now being launched.

Mobipro has selected the Internet as its primary channel for marketing and support for its products. The Internet was selected partly because the products are designed for mobile employees who use the Internet and WAP-based devices frequently, and partly because it can provide continuity in marketing, regardless of origin or author. Mobipro intends to sell its products worldwide via its own sales outlets and dealers. The website will play a key role as a control toll for communications.

The core of Mobipro's Internet solution is a secure website, on which all communications with sales outlets and dealers will take place. Since the website is fully integrated with Mobipro's back-end system, all communications can take place in real time. It was Adera's understanding of how companies can use the Internet to control and provide service to their sales outlets that persuaded Time/system to choose Adera as its partner for the joint project.

"We chose Adera as partner for this project because of their considerable experience in control and providing support for dealers by Internet. In addition, Adera was the only candidate that could offer an international team. We are a global operation, so working with a local partner would not be sufficient," says Alison Purcell, international communications manager at Mobipro.

Adera AB (publ) generates business value for customers by combining areas of expertise critical for success based on the new business logic: strategy/business development, marketing/communications and IT/Internet. Adera currently consists of 650 employees and has offices in Gothenburg, Stockholm, Malmö, Ljungby and Värnamo – in Sweden – as well as Copenhagen, Oslo, London, Antwerp, Amsterdam, and Munich. The Adera share is listed on the O-List of the OM Stockholm Exchange, Attract 40.

About Mobipro:
Mobipro is a subsidiary of Time System International. The company develops and delivers integrated software applications that make it possible to plan and manage projects by PC, PDA, Internet and WAP device. The solutions can be used by individuals or project teams and enable them to administrate and update projects independently of their location. Mobipro has its head office in Denmark and has opened a sales outlet in the UK. Further information on Mobipro is available at: www.mobipro.com

For additional information, please visit our Websites: www.aderagroup.com

For additional information pertaining to this release, please call:
Janerik Dimming, Information Manager Adera, phone: +46 31 701 67 66, mobile: +46 706 206 008.

Henrik Brinks, Managing Director, Adera Copenhagen, phone: +45 32 66 12 16,
mobile: +45 26 37 05 16