

## **The scope of wireless solutions that monitor and control inventory on the move enhanced as CMS joins Symbol's PartnerSelect ISV Program.**

With logistics costs rising, many companies that move inventory are increasing their search for better systems to control their goods and data in motion.

CMS Global Technologies, which has been at the forefront of supplying the solutions for a number of years and are acknowledged experts in mobile worker applications, has now enhanced its customer service provision by joining the Symbol Technologies PartnerSelect ISV Program.

The move offers CMS customers many new benefits to improve their business performance whilst reducing operating costs. It can also help the development of new revenue streams whilst defending existing ones through the provision of enhanced security, better business visibility and greater delivery accuracy.

This can already be seen in the work the two companies have been doing for Christian Salvesen. CMS and Symbol have assisted Christian Salvesen meet its requirements to improve service efficiency with the supply of a fully managed mobile worker solution for its UK driver fleet.

To do this, CMS created a unique infrastructure that uses GPRS connectivity and its Open Wireless Platform to link one of Symbol's many rugged handheld mobile computers using Windows Mobile 2005 with Salvesen's back office systems.

Several other joint projects exploring the limits of new real-time mobile technology are under development. They offer access to a whole range of new opportunities for improved signature capture, proof of delivery, mobile imaging, track and trace, route/schedule optimisation, and driver communication, all of which can assist in the reduction of losses, a better response to customer queries, improved goods security, increased vehicle fleet utilisation, and better overall logistics efficiency.

CMS MD Jason Airey confirms the enhanced business opportunities and company credibility that partnering with a major international company such as Symbol offers. The Swindon-based company, whose SupaTrak vehicle tracking and Mobile Worker systems underpinned by its unique OWP are already proving increasingly sought after by companies both large and small, has now been able to add a new degree of flexibility and sophistication to its services.

"Symbol's Partner Select ISV (Independent Software Vendor) brings us the opportunity to expand our business through joint marketing, demand generation and close collaboration with Symbol and the PartnerSelect community," he says.

"Being accepted onto the Symbol program complements our stated strategy of building relationships with a variety of organisations to the mutual benefit of both parties and to the ultimate good of new and existing customers, for whom we are now developing ever more practical inventory monitoring and control solutions" he adds.

Meanwhile Symbol acknowledges that ISVs play a pivotal role in its partner ecosystem, because they develop the enterprise mobility solutions that drive demand for its products and related technologies.

"Symbol supports application developers with a two-tier program designed specifically to meet the technical and business needs of ISVs. As members of PartnerSelect, ISVs are able to develop and deploy repeatable, highly differentiated and competitive software applications for enterprise mobility customers," comments James Pemberton, ISV Manager at Symbol Technologies, EMEA.

“They can also leverage Symbol’s leadership and market presence, as well as the reach of the company’s extensive sales force, and extend their own partner network with other PartnerSelect members in targeted regions and industries. This provides the ability to offer their prospective customers a complete solution through relationships with PartnerSelect members.

“We are investing in the ISV community because we recognise the high value and impact ISVs have in driving customer satisfaction and enterprise mobility solutions. I am pleased to welcome CMS to our program,” he adds.