

Customer Value Enhancement of the Year Mobile Resource Management North America, 2010

Frost & Sullivan's Global Research Platform

Frost & Sullivan is entering its 50th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The Company's research philosophy originates with the CEO's 360 Degree Perspective,* which in turn serves as the foundation of its TEAM Research** methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2010 North American Customer Value Enhancement of the Year Award in Mobile Resource Management (MRM) to Syclo.

Key Industry Challenges Addressed by Enhancing Customer Value

As the handset-based MRM market continues to evolve in North America, industry challenges are brought into sharper focus. Key challenges that are inhibiting subscriber adoption at this time include: 1) Strong customer concerns regarding implementation difficulties and expense, 2) Worries regarding the security of corporate data, and 3) Intensifying mobile device and operating system (OS) diversity. By directly neutralizing these three challenges, the perceived customer value of MRM solutions is significantly enhanced – and the potential for sales is significantly increased.

Frost & Sullivan's 2010 survey of North American enterprise purchase decision-makers revealed that expense concerns around mobile applications are very pronounced. These worries particularly hone in on the incremental cost and difficulty of purchasing and implementing the required hardware, any customization requirements, and back-end integration needs. Vendors that wish to enhance the value of MRM solutions will offer businesses the means to minimize both the difficulties and the costs as much as possible.

The 2010 survey also revealed a substantial portion of North American respondents are hesitating to deploy MRM solutions because of concerns about the security of their corporate data. Best-in-class stakeholders will be addressing this worry head-on by proactively surfacing the objection and clearly explaining how they are ensuring that corporate data remains safe and secure from unapproved viewing.

Enterprises are also dealing with having to manage an increasingly diverse array of mobile devices and operating systems. The BlackBerry platform remains strong in the business sector, while the iPhone, Android, and Windows O/S are becoming ever more popular with individual workers and with their IT and LOB departments. This ongoing fragmentation of the device environment can delay MRM deployment by potential purchasers, who just do not have the resources or expertise to create, deploy, and/or manage MRM apps across multiple platforms. Industry participants that are focused on enhancing the customer value of MRM

solutions must be able to help businesses easily and cost-effectively address this increasingly diverse device environment.

Impact of Customer Value Enhancement Award on Key Stakeholders

The Customer Value Enhancement Award is a prestigious recognition of Syclo's accomplishments in the handset-based Mobile Resource Management (MRM) sector. An unbiased, 3rd party recognition can provide a profound impact in enhancing the brand value and thereby further accelerating Syclo's growth. As captured in Chart 1 below, by researching, ranking, and recognizing those who deliver excellence and best practices in their respective endeavors, Frost & Sullivan hopes to inspire, influence, and impact three specific constituencies:

- **Investors**

Investors and shareholders always welcome unbiased and impartial third party recognition. Similarly, prospective investors and shareholders are drawn to companies with a well-established reputation for excellence. Unbiased validation is the best and most credible way to showcase an organization worthy of investment.

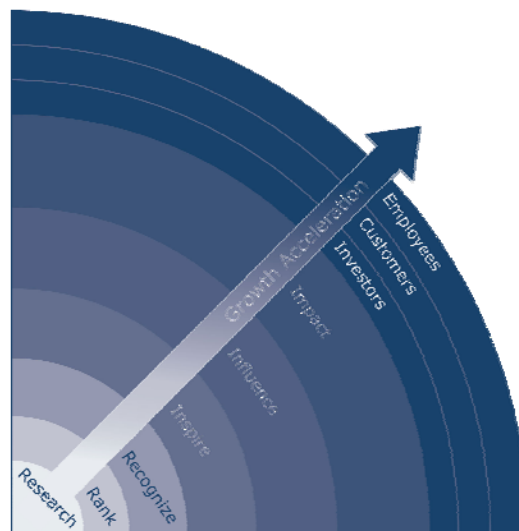
- **Customers**

3rd party industry recognition has been proven to be the most effective way to assure customers that they are partnering with an organization that is leading in its field.

- **Employees**

This Award represents the creativity and dedication of Syclo's executive team and employees. Such public recognition can boost morale and inspire your team to continue its best-in-class pursuit of a strong competitive position for Syclo.

Chart 1: Best Practices Leverage for Growth Acceleration



Best Practice Award Analysis for Syclo

The Frost & Sullivan Award for Customer Value Enhancement in the MRM sector is presented each year to the company that has demonstrated excellence in implementing strategies that proactively create value for its customers with a focus on improving the return on the investment that customers make in its services or products. This award recognizes the company's inordinate focus on enhancing the value that its customers receive, beyond simply good customer service, leading to improved customer retention and ultimately customer base expansion.

Syclo's Performance in the Mobile Resource Management Sector

Syclo has been in business for over a dozen years, refining and productizing their mobile expertise in 750+ customer deployments worldwide. This year, the company is averaging 20 sales wins per quarter. Major customers include PG&E, Honeywell, National Grid, GE, GM, Johnson Controls, BP, and Abbott Laboratories. Frost & Sullivan's research shows that Syclo's partnership with SAP has accelerated its penetration into the MRM Field Service market in particular.

Key Performance Drivers for Syclo

The key factors that have contributed to Syclo's excellence in customer value enhancement are as follows: 1) Strong partnership with major corporate software vendors SAP and IBM, 2) An integrated, enterprise-scale mobility platform solution, 3) A suite of composite mobile applications, and 4) An emphasis on solution flexibility. No other platform provider can provide this combination of value-add in today's North American MRM sector.

Factor 1: Strong partnerships with SAP and IBM

Syclo has formed strong partnerships with leading ERP providers SAP and IBM. Syclo announced a co-innovation partnership with SAP in 2009, and this year the relationships with SAP and IBM appeared to really be hitting on all cylinders. The corporate software vendor has entrusted Syclo with helping to mobilize its customers with mission-critical field service and asset management solutions. This opens up a huge base of potential customers to Syclo and provides two advantages that partnering with a wireless carrier cannot provide: 1) SAP typically maintains much closer relationships with its customer base than the carriers do, and 2) The size of the deal is usually much larger than the average carrier deal. In terms of enhancing the MRM value that customers receive, this partnership results in enterprise-grade solutions, tight integration with SAP applications, and high-quality support from the SAP Active Global Support organization—including incident processing and remote diagnostics. Frost & Sullivan believes that these capabilities provide reduced risk and streamlined processes to the customer.

Additionally, Syclo has a long-standing relationship with IBM that started more than 10 years ago. Syclo and IBM maintain a cohesive partnership today. In fact, Syclo is at the highest level of IBM's partner program – the OEM Partner Product tier. Thanks to Syclo's long-standing partnership and reselling agreement with IBM, the SMART Mobile Suite integrates to Maximo versions 4, 5, 6 and 7. Syclo has deployed its mobile solutions to over 400 Maximo customers, making it the most widely deployed mobile products on the market. And just like with SAP, IBM promotes Syclo's mobile solution to handle large-scale complex mobile solutions. Moreover, Syclo works with IBM's services teams to deploy both Maximo and SAP solutions. This also makes Syclo the low-risk enterprise mobile solution for IBM customers.

Factor 2: Integrated, enterprise-scale mobility platform

Syclo's Agentry mobile enterprise application platform is the backbone of Syclo's solution framework. It provides the tooling and the infrastructure for enterprises to develop, test, deploy, and manage enterprise mobile solutions – all with enterprise-grade security. For larger customers, this platform approach is an absolute necessity, as it enables coordinated management across the multiple mobile apps, devices, networks, and operating systems that are so common to today's large enterprises. The company implemented a major enhancement during 3Q 2010, adding Agentry Analytics – Frost & Sullivan feels that this is a game changing diagnostics and analysis package that gives the enterprise customer a complete, real-time view of hardware and user events, systems performance, and business process analysis. Agentry Analytics partners with the mobile device management capabilities of Syclo's Agentry MDM solution. And the platform's cross-platform capabilities also need to be called out – supporting BlackBerry, Windows Mobile (including using partner Motorola rugged devices), Windows (laptops/tablets), iPhone, iPad, and Android devices. This level of capability is essential to providing customers with a high-value MRM experience.

Factor 3: Suite of composite mobile applications

Syclo's SMART Mobile Suite offers a family of prepackaged and preintegrated products, including Smart Service Manager for Field Service applications, Smart Work Manager for asset management and Smart Inventory Manager for mobile materials management. These solutions are 80% pre-built, allowing the customer to customize the last 20% to reflect their unique needs and requirements. This portfolio of prepackaged apps allows customers to deploy solutions much more quickly – and also saves on customization and integration expense.

Factor 4: Emphasis on solution flexibility

The key value add that Syclo promotes is the extreme flexibility it provides customers when creating and implementing a mobile solution. This includes: 1) pre-built connectors for a wide variety of backend systems and databases, 2) the ability to function in any network situation – online, offline, and occasionally connected, 3) true cross-platform support across today's collection of mobile devices, 4) ability to incorporate just about any external app or

peripheral (image capture, GPS, RFID, etc.), and 5) even flexibility when it comes to actual configuration and implementation – with the customer being able to work with its internal staff, existing partners (Accenture, IBM, CSC, Ciber to name a few), and/or Syclo directly – allowing the customer to choose the most economical approach.

Based on the aforementioned factors, Frost & Sullivan is proud to present the 2010 North American Customer Value Enhancement of the Year Award in Mobile Resource Management (MRM) to Syclo.

The CEO 360 Degree Perspective™ - Visionary Platform for Growth Strategies

The CEO 360 Degree Perspective model provides a clear illustration of the complex business universe in which CEOs and their management teams live today. It represents the foundation of Frost & Sullivan's global research organization and provides the basis on which companies can gain a visionary and strategic understanding of the market. The 360 degree perspective is also a “must-have” requirement for the identification and analysis of best-practice performance by industry leaders.

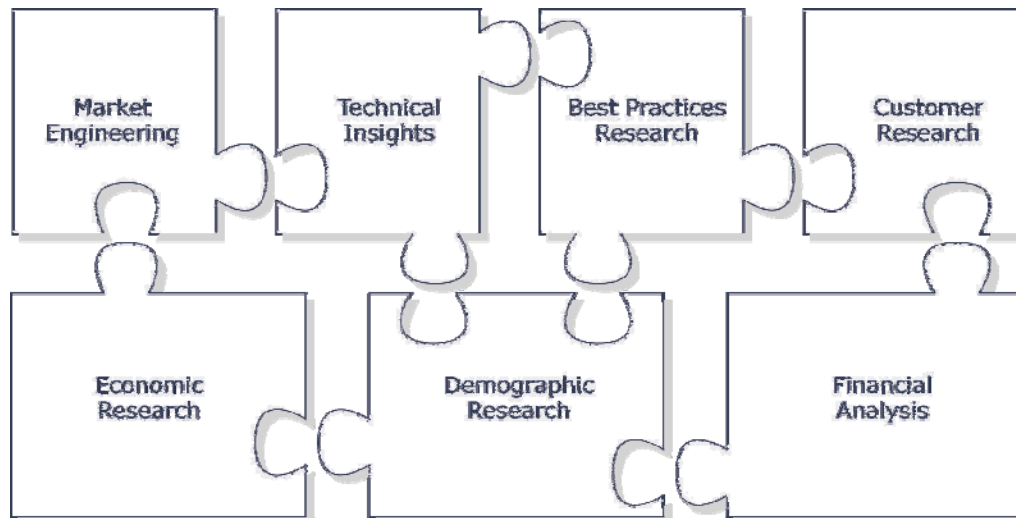
The 360 degree model enables our clients to gain a comprehensive, action-oriented understanding of market evolution and its implications for their companies' growth strategies. As illustrated in Chart 2 below, the following six-step process outlines how our researchers and consultants embed the 360 degree perspective into their analyses and recommendations:

Chart 2: How the CEO's 360 Degree Perspective™ Model Directs Our Research



Critical Importance of TEAM Research

Frost & Sullivan’s TEAM Research methodology represents the analytical rigor of our research process: it offers a 360 degree view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan’s research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that the successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

Chart 3: Benchmarking Performance with TEAM Research

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.