

PRESS RELEASE

DERDACK WINS A TOP MOBILE MESSAGING HONOUR AT THE GLOBAL MESSAGING AWARDS

Enterprise notification software awarded third prestigious industry award in 2010

Potsdam, Germany, 29 June, 2010: Derdack, provider of enterprise notification software and mobile messaging platforms today announced it had won a major industry award at the 7th Global Messaging Awards, for message master® Enterprise Alert. The award recognised the innovative use of mobile messaging at Derdack's customer HIS-IZZ Hospitals, and is the third such award given to Derdack's enterprise notification software in the last four months.

Derdack was successful in the "Messaging Application: Public Sector" award category with Research in Motion, manufacturer of the Blackberry, in second place. The award highlights best practice in mobile messaging for the provision of an effective information or feedback service, alerts or awareness campaign for a government project.

Derdack implemented a centralised SMS notification hub at HIS-IZZ Hospitals. Critical alerts can be sent out in real-time to the correct staff members using SMS. Derdack's notification and alarm software replaced an outdated pager-based solution and by using a calendar of staff availability, delivery tracking and automated escalations, message master® Enterprise Alert is able to ensure that the right people are notified about critical events such as fire alarms and IT incidents.

"Yet again we've had a great list of entrants, a superb shortlist and some very deserving winners. Almost every year that we've held these awards people have been predicting the end of the messaging sector and yet every year the industry comes back bigger and stronger than ever," said Mike Grenville of co-organiser 160Characters.

The awards, which were presented at the Global Messaging Congress, featured a dual night of success as Derdack was named runner up in the category Business Messaging Application for message master® Enterprise Alert.

Matthes Derdack, Managing Director of Derdack said, "These awards are particularly special as it is dedicated to excellence in mobile messaging and its application in the field. It demonstrates that SMS messaging has become a key tool for businesses to automate machine-to-person communication. By embedding SMS and Unified Communication into business processes message master® Enterprise Alert is proven to help organisations in a wide variety of sectors to lower risk of business interruption and to reduce mean-time-to-repair (MTTR)."

ABOUT DERDACK GMBH

Derdack is an independent software vendor offering mobile messaging platforms and notification workflow software. Derdack's premium products provide clients with unsurpassed service innovation and business continuity. Derdack is headquartered in Potsdam, Germany and has several hundred installations worldwide. A thriving Partner channel extends the company's reach globally.

Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide and in all verticals. Clients include BMW UK, Caterpillar Belgium, Daimler, Microsoft Ireland, Roche Switzerland, Siemens Germany, Steria UK, Symantec and Telstra Australia. For further information please visit www.derdack.com.

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