

PRESS RELEASE

DERDACK WINS NETWORK COMPUTING AWARD FOR ENTERPRISE NOTIFICATION PROJECT

Implementation of message master® Enterprise Alert at Boehringer Ingelheim recognised in Private Sector Project of the Year category

Potsdam, Germany, 9 March, 2010: Derdack, provider of mobile messaging platforms and enterprise notification software today announced that its customer implementation at Boehringer Ingelheim Netherlands had won a prestigious award from Network Computing. message master® Enterprise Alert helped the pharmaceutical firm save \$0.5m in lost staff productivity and this achievement was recognised in the Private Sector Project of the Year category.

The Network Computing Awards were launched to recognise the products and services that have most impressed the readers of the UK's longest established networking publication. Project of the Year awards are specifically judged by the Network Computing editor.

message master® Enterprise Alert has been embedded into Boehringer Ingelheim's IT infrastructure where it interfaces with an internal system that monitors the status of servers and an uninterruptible power supply. If an event occurs, an alert is sent via SMS to a member of the on-call support team. Automated workflows ensure the alert is escalated to the next person in the chain if message delivery fails or an acknowledgement is not received.

The software has enabled the manufacturer to gain the ability to rectify any system faults such as problems with Windows Servers quickly and before they can impact on company-wide staff productivity. message master® Enterprise Alert has also been credited with helping Boehringer Ingelheim increase systems uptime by 1%.

Matthes Derdack, Managing Director of Derdack who was presented with the award said, "I am thrilled that the message master® Enterprise Alert project at Boehringer Ingelheim has won this distinguished award. This implementation highlights the financial impact that can be achieved by minimising systems downtime through automated and reliable alert notifications. It validates the business model behind our enterprise notification software, demonstrates clearly that a rapid return on investment can be achieved and is applicable to a wide range of industries."

It was a dual night of success for Derdack with its customer implementation at HIS-IZZ Hospitals also named a finalist in the Public Sector Project of the Year category. message master® Enterprise Alert communicates critical events such as alarms from the fire monitoring systems to the relevant member of staff via SMS. Providing precise ownership assignment and details on the location of a critical event the resulting notification solution ensures the hospital can react quickly to any alerts and thus prevent interruption of critical patient services.

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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