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TIDM TIDE
Headline Contract Wins
Released 07:00 25-Jul-2011
Number 9342K07

RNS Number : 9342K
Crimson Tide PLC
25 July 2011

Monday July 25

CRIMSON TIDE plc

("Crimson Tide" or "The Company")

THREE YEAR CONTRACT WITH INITIAL BUILDING SERVICES

INCREASE IN SUBSCRIBERS FOR HYDREX

Crimson Tide plc ("Crimson Tide"), a leading service provider of mobile apps for business, is pleased to announce that it has signed a three year contract for 30 users with Initial Building Services ("IBS"), part of Rentokil Initial Group.

Initial Building Services will use Crimson Tide's mpro Gemini system to manage and track assets, incorporating bar-coding and the facility to complete Portable Appliance Testing.

The IBS system follows an order for a further 15 users from Hydrex Equipment Ltd, also on a 36 month contract, which brings Hydrex's total mpro users to 55. The rollouts for IBS and Hydrex demonstrate mpro Gemini's powerful asset management functionality, from small electrical equipment to large Plant & Machinery.

Initially Crimson Tide will provide IBS with two applications. A purpose-designed web-site will enable IBS to schedule jobs, add pieces of equipment, run reports and maintain sites. In addition, a PDA system will enable the engineer to log on and complete jobs without having to return to the office to pick-up job information. Users will be able to create new jobs on the PDA and also add new pieces of equipment.

IBS allocates three types of jobs to its engineers - repairs, deliveries and collections - all of which use paper-based systems. Generally an email or telephone request is received in the office, a paper form filled out and job number assigned. The engineer comes to the office for this and then returns to the site to complete the repair or delivery, or to pick up the goods. The engineer comes back to the office with the completed paper-based form, and office staff then compile charges relative to each job, and send the form to the customer.

The information which Crimson Tide is storing on the hosted server will be available to IBS on a bespoke web site which allows it to run various pre-defined reports such as the maintenance history of specific pieces of equipment.' As jobs are finished the mpro system will automatically generate a report and email this to a designated contact at the company. These reports will replace the existing manual paper-based entries.

All communications between devices and servers will be time stamped at both ends and the engineer's device will be GPS tracking enabled, so that when it completes a job the date/time will be sent to the hosted server and stored in the database.

Barrie Whipp, Executive Chairman of Crimson Tide, commented: "We have worked with members of the Rentokil Initial group for many years and have a great partnership with them. We very much look forward to continuing that partnership with the delivery of our very latest mpro gemini solution.

"We have been working hard to roll out Gemini to existing users, which has resulted in a number of contract extensions. We are also finalising a number of new contracts which have taken slightly longer to negotiate due to their complexity, however I hope that these will be delivered in the third quarter."

For further information:

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About Crimson Tide

Crimson Tide is a mobile software group with offices in Tunbridge Wells, UK and Dublin, Ireland.

Crimson Tide supplies Mobile Apps for Business including a smartphone, software and all services on a monthly subscription basis. Its mpro apps provide everything people working out of the office need to do their job more effectively. Subscribers range from Blue chips to small enterprises and government institutions and incorporate facilities management, nursing, logistics and patient solutions.

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