



**Crimson Tide PLC** - TIDE CRIMSON TIDE SELECTED BY LARGE UK RETAILER  
Released 07:00 18-Jul-2016

RNS Number : 3920E  
Crimson Tide PLC  
18 July 2016

## **Crimson Tide PLC**

**("Crimson Tide" or the 'Company')**

### **Crimson Tide selected by large UK retailer**

Crimson Tide (TIDE), the AIM-quoted provider of mpro5 - Smart Mobility as a Service, has won a contract with a large UK retailer whereby mpro5 will be used to monitor store safety, cleanliness and security. The initial contract value for a pilot period is approximately £200,000. Subject to a successful pilot period, the retailer will deploy mpro5 for a 48-month term with a considerably higher value.

The roll-out involves implementing the mobility platform to enable the scheduling of regular cleaning, reactive cleaning and incident capture as well as providing dynamic audits and bespoke management dashboards. Jobs are scheduled via the mpro5 website, and are then pushed to a mobile device. Remote users monitor business workflows and capture pertinent information which is then automatically synchronised with the cloud to the central repository. Real time audit dashboards and reports are securely shared to relevant management.

mpro5 provides barcode scanning and cloud-based synchronisation services via Microsoft Azure, renowned for its reliability, scalability and security. This enables real-time information upload, quick verifications and multi-way data request transmittals.

This customer stands to benefit from improvements in reporting and visibility, quality auditing, health and safety, financial savings, consumer satisfaction and overall efficiency and productivity. mpro5 provides additional protection against any spurious 'slip-and-trip' claims in large, multi-site retail environments.

Barrie Whipp, Executive Chairman of Crimson Tide, said: "Our team has worked diligently in providing a solid business case to our client, which has resulted in this success. I am delighted we are able to assist this household-name customer in transforming its business and ultimately providing true ROI using mpro5."

**- ends -**

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## Notes to editors

Founded in 1996 and quoted on AIM since 2006, Crimson Tide plc is the provider of mpro5 - Smart Mobility as a Service (SMaaS). mpro5 is delivered on smartphones, tablets and PDAs, and enables companies to transform their businesses and strengthen their workforces.

Crimson Tide offers a global service, working with some of the world's leading companies, tailoring mpro5 to suit customer needs. Developed over 10 years by its world-class team, mpro5 is the smart choice for organisations large and small that want to improve productivity and save money.

mpro5 is a platform-agnostic mobility suite fully hosted on Microsoft Azure, so customers are quickly up and running and the service is scalable and robust. It is provided on subscription, so clients can immediately see a return on their investment.

mpro5 not only helps people improve their day-to-day working methods while saving employers money, it also saves lives, by enabling haemophilia patients to verify the safety of their medication before use. mpro5 clients come from a diverse range of industries allowing the Company to listen, share and find the best solution for all mobility needs.

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