

Most Innovative Channel Product of the Year (Overall)



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Harriet Turner, Marketing Manager at Crimson Tide Commented:

It's a fantastic achievement and really reflects how far our mpro5 solution has advanced over the last year or so. It also reflects the hard work put in by the team to ensure that our customers continue to receive a world class service and product.

I think the fact that mpro5 is available across platform (iOS, Android, Windows Phone 8 and Windows 8) gives us the edge over competition as our clients have much greater flexibility and choice over devices. Also the fact that mpro5 is not an industry specific application means that the service is applicable for anyone from an engineer or sales representative to a nurse or even patient! The same principles still apply!

It's been a successful 12 months as the demand for cloud mobility applications continues to grow in the UK and beyond. We have also been able to roll out solutions to our customers much more quickly than before since mpro5 is very much an 'out of the box' product - offering a multitude of different features that can simply be turned on or off to suit the exact needs of each client. This ultimately means that businesses can mobilised in a matter of days!

As the need and demand for mobility applications and solutions grows we predict that there will be a significant increase in the number of businesses adopting cloud solutions to help them drive efficiency and productivity in the workplace.

This is our first Comms Business Award and hopefully we can make it a double win next year! The evening was very relaxed and was a great opportunity to catch up with familiar faces and to meet new ones too.