

**PRESS RELEASE**

**21 June 2012**

**Crimson Tide PLC**

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

**SERVEST EXTENDS MPRO CONTRACT WITH CRIMSON TIDE FOR THREE MORE YEARS**

Servest has extended its smartphone application (mpro) contract, worth £132,000, with Crimson Tide for a further three years. The client, whose customers include Tesco, Debenhams and M&S, has been a strong and loyal partner of the Company for a number of years, having first started using mpro back in 2008.

Servest Group Limited is a major provider of multi-services, specialising in cleaning, waste management, pest control, maintenance and security. The company employed Crimson Tide to replace its existing paper-based auditing method with an mpro smartphone application.

Servest staff now complete mobilised versions of this paperwork on smartphones. Digital capture of customer sign-off at the end of form completion, along with automatic GPS audit trails of work undertaken with date and time stamp, provide Servest with the real-time data that previous auditing methods lacked. The dynamic nature of mpro forms means that form filling is much quicker, and since all data captured on the smartphones wirelessly synchronises with Servest's web-based server (hosted in the cloud by Crimson Tide), staff productivity has significantly increased.

The powerful job scheduling, alerting and reporting tool included in the mpro Gemini software has also been conducive to this rise in productivity and efficiency. Jobs are scheduled directly to the smartphone of each user and the introduction of mpro's reporting system has transformed the way Servest can scrutinise data. Confirmations of audit completions are emailed automatically to predefined users. Alerts have also been configured if a user fails to complete an audit or if a value is entered on a form, which is below a critical level.

With mpro, Servest is far more adaptive and responsive to its customer's needs. The removal of paperwork has not only improved the efficiency of its staff but has also enabled the company to significantly reduce its annual paper, post and fuel costs. The past four years have given rise to numerous new contract wins for the company and Servest certainly believe that mpro holds the key to further successes in the future.

Crimson Tide's Executive Chairman commented "We have a true partnership with Servest and the contract extension means we will have developed a relationship lasting at least 7 years. Our mpro solution flexes with Servest's needs and we're proud to deliver solutions that are used in so many household name environments"

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