

## RNS Reach Story

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<b>Company</b>	<a href="#">Crimson Tide PLC</a>
<b>TIDM</b>	TIDE
<b>Headline</b>	Yes Telecom Partnership
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Crimson Tide PLC  
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### Crimson Tide plc (the "Company")

#### Expansion of Sales Reach through Partnership with Yes Telecom, a Vodafone company

Crimson Tide plc is pleased to announce that it has entered into a partnership with Yes Telecom, a Vodafone company, whereby Yes Telecom will introduce Crimson Tide's *mpro* mobile data solutions to its substantial dealer channel. Dealers will be able to add the *mpro* solutions to their traditional mobile phone offerings, allowing businesses to increase workforce productivity and efficiency by mobilising forms and paperwork onto a smartphone or handheld computer.

The partnership is part of a broad launch of Microsoft Windows Mobile applications to Yes Telecom's business partner base which numbers in excess of 500 mobile telecommunications dealers throughout the UK. These dealers are focused on Business-to-Business mobile telecommunication sales for Vodafone's voice and data services.

Crimson Tide's *mpro* solutions provide a smartphone-based system that supplies 'over the air' job delivery, creation and closure. Staff have access to job information while out in the field and forms and paperwork are submitted wirelessly, eliminating data duplication and errors. Office-based users have access to information and reporting in real time. The solution is provided on a monthly subscription basis which includes hardware, software, hosting and all services.

Crimson Tide's Executive Chairman, Barrie Whipp commented: "I am

delighted that our *mpro* solutions will become part of the toolkit for Yes Telecom's business partner channel to sell to their customers. More than anyone, mobile telecoms dealers are aware of the growing requirements for mobile working. Yes Telecom is a first class mobile solution provider who we have worked with for many years and I am sure that this partnership will see significant benefits for all the related parties. From Crimson Tide's point of view this partnership significantly expands our sales reach".

Following launches at Microsoft's Thames Valley Park campus and Yes Telecom's Manchester offices, relationships have already been established with some of Yes Telecom's leading dealers and a number of exciting potential deals have already been identified for Crimson Tide's *mpro* solutions.

**For further information, contact:**

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**Notes to Editors:**

**About Crimson Tide**

Crimson Tide is a provider of subscription-based mobile data solutions. The company, formed in 1996 has underlying competency in sales, service and customer relationship software which it has evolved into solutions available on a range of handheld computers and smartphones.

The company works in partnership with Microsoft, where it is a Gold Certified Partner, Sage, Sage, Palm, and Good Technology as well as Yes Telecom in order to be able to offer a complete end to end solution.

Crimson Tide is an AIM listed company on the London Stock Exchange, having listed in the summer of 2006.

More information about Crimson Tide is available at <http://www.crimsontide.co.uk>

**About Yes Telecom**

Founded in 2001, Yes Telecom is a leading business-to-business mobile and fixed line communications operator that focuses on the needs of the individual at every level. As a service provider that is prepared to go the extra mile, Yes Telecom analyses customer requirements and deploys its expertise to provide customers with a solution specifically for them and not those of the mass market. With over 100,000 customers, Yes Telecom's growth and position in the market ensures they continue to develop the right

solutions for business and support customers at every level. In May 2006, Yes Telecom cemented its unique relationship with Vodafone, one of the World's leading networks, by becoming part of the Vodafone family. As clear leaders in the Business market from SOHO through to SME, Vodafone recognise the importance of the dealer channel in reaching these customers.

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