

Contact: Lupe Hirt, MindSpeak Public Relations (303) 859-1762; lupeh@mindspeakpr.com

Countermind Targets Delivery and Freight Transport with Next-Generation Mobile Solution

MI Deliver emerges as the industry's first ready-to-deploy, turnkey product to track the mobile side of the delivery process

LITTLETON, Colo. – Mar. 17, 2008 – Parcel and product delivery and freight transport operate under intense, time-sensitive schedules that at times are delayed due to operational errors and inefficiencies. To help mitigate these risks, Countermind today introduced MI Deliver, an enterprise-grade mobile software application, to efficiently support the daily volume, coordination logistics and fleet management needs of medium to large-sized corporations. Specifically, MI Deliver optimizes operations by intelligently automating critical mobile processes such as pre/post truck inspection, load reconciliation, route management, proof of delivery, and real-time inventory/asset management tracking. MI Deliver is part of Countermind's Mobile Intelligence™ product family and is licensed on a per user basis ranging from \$270–\$500 per user based on purchase volume.

MI Deliver offers intelligent workflow processing that tracks the mobile side of the delivery process and integrates with back-end business systems to facilitate bi-directional information flow and centralize data aggregation. With a layer of core functionality built into the application, MI Deliver supports common tasks and repeatable processes out of the box, but Countermind can add specific functionality to tailor the solution to meet customer needs. Since MI Deliver is not a custom-code solution, businesses can reap the benefits of their delivery deployment today, knowing that it won't go obsolete as new mobile devices and data networks become available.

The defining advantage of MI Deliver is the platform that powers this Windows Mobile-based software application. Countermind's Mobile Intelligence Platform is a standards-based software solution that is available in either a native Microsoft .NET or native Java Edition and is installed on the customer's computer. Purposely designed for flexibility, scalability and sustainability, MI Applications, such as MI Deliver, are installed on top of the MI Platform and therefore can fully support a wide variety of handheld computers, server platforms, and communications networks without requiring short-lived and difficult to support software patches or system reconfigurations.

“Wireless and mobile technology has become a progressively widely used tool, but existing solutions often require expensive, custom-coded solutions that are difficult to support, and are rendered obsolete by the inevitable evolution of mobile market technologies,” said Tom Smith, president of Countermind. “MI Deliver eliminates the cost and risk barrier and enables companies to transition from a paper-based system or refresh their existing mobile deployments with a scalable and intelligent solution that converts a technology investment into a competitive business advantage.”

Countermind Advantage

Countermind can deploy a tailored MI Deliver solution in approximately 1-2 months, significantly shortening the average 9-18 month typical mobile deployment cycle. Upon production deployment, MI Deliver can produce demonstrable ROI within 4-6 months due to increased operational efficiencies such as on-time consistent delivery, accurate and efficient truck load and inventory management, efficient damaged/return processing and near real time driver tracking to plan and modify delivery routes. MI Deliver enables companies to immediately reduce and control expenses, such as fuel and vehicle service and maintenance, while increasing productivity with the same amount of people and resources.

Business Advantages

- Real-time delivery status update for customers within 90 seconds of initial logging
- Backward/forward compatible with all Windows Mobile handheld devices
- Integrates with GPS navigation systems and on-board computer systems (OBC) to improve fleet management
- Online/offline dual mode ensures continuous work in low-density coverage areas
- Improved accuracy to reduce or eliminate service level refunds and penalties

Key Functionality

- Complete pre/post truck inspections and load reconciliation
- Assign, track and record delivery, including authorization or sign-off when assets or products are delivered
- Use GPS to track delivery and asset location
- Manage inventory or assets with barcode reading

“We use Countermind because it is reliable and efficient – within 90 seconds of delivery, customers can get real-time status on deliveries over the Web,” said Tim Elder, IT Manager of OnTrac (*formerly California Overnight*). “It is also very efficient and robust, which gives us a competitive advantage by providing superior service levels to our customer.”

To learn more about MI Deliver or to schedule a private demonstration, please contact Countermind at (720) 407-0200 or visit www.countermind.com.

About Countermind

Countermind provides ready-to-deploy, intelligent mobile solutions that help transportation, logistics and manufacturing companies optimize operations and enable real-time access to business critical information. Founded in 2002, Countermind created a mobile software platform with patent-pending technology that shortens the time to deploy tailored business solutions to address real business challenges. Countermind’s family of enterprise-grade Mobile Intelligence (MI) products and professional services give medium to large companies the technical edge to eliminate inefficiencies, remain competitive and improve their customer service.

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