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Sostilio & Associates International Digest – SAID

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June 30, 2008:

MWA intelligence and eCommerce Industries, announced that eCommerce Industries has an exclusive commitment to deliver M2M (machine-to-machine) product solutions with MWA Intelligence, Inc. (MWAi). This announcement means that ECI and MWAi are now sharing all API's (IP) for the sole purpose of building an efficient, economical and effective infrastructure for M2M and ERP.

ECi and MWAi entered into their partnership with the sale of ECi's La Crosse™ Tech Raptor and OMD® Service On-The-Go products to MWAi. As the next step, the two companies have formalized their partnership strategy to include joint product development, marketing, resource application and distribution efforts for the office equipment and office products verticals worldwide.

“The partnership of MWAi and ECi is crucial to the ongoing success of our customers,” said Don Weary, CEO of Business Technology for ECi. “By developing exclusive bi-directional communication capabilities with MWAi, we are able to ensure that our customers have access to THE BEST applications available in the marketplace.”

The secure, timely and seamless data integration between the MWAi Intelligent Enterprise Suite and ECi's OMD and La Crosse management systems is an exclusive arrangement between the companies, creating the most powerful solution available to the industry.

“ECi and MWAi deliver for the first time a winning combination of ERP, service application, sales automation, remote asset management and OEM relationships providing a quantum leap in dealership management tools for today's and tomorrow's business,” said Michael T. Stramaglio, CEO of MWA Intelligence, Inc.

My 2¢

We have said it before and it bears repeating that MWAi has a small window in which to maneuver and has aggressively and accurately partnered with some quality companies able

to complement and or grow its market presence. This latest announcement marks a milestone that when they look back will say “it was one of our best partnerships”. It provides them the necessary development and support and visibility in the M2M space that no other organization can lay claim to and thus gives cover while capturing more enterprise accounts and the attention of manufacturers who realize that efficiencies and real time tracking is tantamount to on-going profitability.

Bob Sostilio