



## **CEO OF MWA INTELLIGENCE TO SPEAK AT THE FIELD WORKFORCE OPTIMIZATION CONFERENCE**

**New York, New York, September 18, 2007** – MWA Intelligence will be participating at IQPC's Field Workforce Optimization Conference in San Francisco, California.

IQPC's Field Workforce Optimization Conference ([www.iqpc.com/us/fieldworkforce](http://www.iqpc.com/us/fieldworkforce)) will bring together the country's top Field Service leaders to discuss how they're maximizing the productivity of their field personnel through dynamic scheduling, routing and mobile communication tools, while ensuring that their customers receive the best service experience. The conference will be held at the Crowne Plaza Union Square, on December 3-6, 2007, in San Francisco, California.

Mike Stramaglio, CEO of MWA Intelligence, Inc., will lead a 3-hour workshop on Integrating Service Automation with Remote Asset Management. The workshop highlights emerging M2M technologies, the impact of connectivity, transmission and data integration, and how to leverage remote diagnostics solutions for improved business operations.

### **About MWA Intelligence, Inc.**

MWA Intelligence, Inc. offers leading-edge technologies, world-class customer service and many years of expertise in M2M marketplace for the office equipment and utilities vertical markets. We deliver comprehensive solutions to companies in need of remote asset management and improved service standards. MWA Intelligence has developed a platform independent approach to asset, service and mobile workforce management that is flexible and scalable to accommodate your company's unique requirements and grow as your business model evolves. MWA Intelligence solutions are designed to improve operational efficiencies, reduce expenses, generate incremental revenue-streams and provide greater customer service and satisfaction.

**For more information:** Visit MWA Intelligence's comprehensive web site at: [www.mwaintelligence.com](http://www.mwaintelligence.com). Jenna Stramaglio, Marketing Manager, 480-538-5969, [jenna.stramaglio@mwaintel.com](mailto:jenna.stramaglio@mwaintel.com)

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