



Mobile Reach, OMNINET Announce Strategic Partnership

/EINPresswire.com/ OMNINET to OEM Mobile Reach Splitware for Mobile OMNITRACKER applications.

CARY, North Carolina, and ECKENTAL, Germany – Mobile Reach, a leading provider of [enterprise mobility](#) software solutions based in North Carolina, and OMNINET, an enterprise business software manufacturer based in Germany, today announced a strategic business partnership.

OMNINET provides the OMNITRACKER business application platform, which has a large and rapidly growing user base across Europe, Russia and the United States. OMNITRACKER is used in a broad range of enterprise operations as it is based on a concept of integrated business process templates and is freely configurable.

In order to address its customers' growing need for access to OMNITRACKER functionality from mobile devices, OMNINET has OEM'd Mobile Reach's [Splitware Mobility Platform](#) to extend access to iOS, Android, BlackBerry, and Windows Mobile smartphones, barcode scanners, tablets, and other handheld devices. The resulting mobile OMNITRACKER applications will be used by mobile field technicians to access critical enterprise data and functionality.

"I am proud to announce that we successfully launched a strategic cooperation with Mobile Reach," said Dr. Joachim Lenzer, CEO of OMNINET. "I strongly believe that this partnership will contribute to a highly successful future, as we live in a world where demand for mobile solutions is of high interest."

"We are very happy that OMNINET has chosen Mobile Reach as their mobility partner," said Nasrin Azari, President of Mobile Reach. "This partnership represents an integration of two very strong and complementary products that will serve to elevate both companies at a time when enterprise mobility is a critical interest for IT departments all over the world."

About Mobile Reach: Mobile Reach (<http://mobilereach.com/>) has been providing enterprise mobile solutions for more than a decade to Fortune 500 companies and Federal agencies in a wide variety of vertical markets. The company, based in Cary, NC, USA, specializes in providing [mobile enterprise apps](#) to field workers performing IT Service Management and IT Asset Management tasks.

About OMNINET: The OMNINET (www.omnitracker.com) OMNITRACKER suite offers a wide variety of application modules including Pink-Verify certified IT Service Management Center, Project Management Center, Requirements Management Center, Systems Engineering, Contract Management, Customer Care, Sales Management, Dispatch Center, Document Management, and Task Management.

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