



IMAGEM and Smartsoft form Global Alliance for SAP-Esri Integration

Partnership aims to enhance SAP-Esri enterprise integration thru increased collaboration and development that will include GISConneX and GeoSAP product suite

Georgia, January 15, 2011 – IMAGEM Software International (Imagem) and Smartsoft Technologies Inc (SST) today announced that they have entered into a partnership to include joint development, marketing, sales and implementation of their SAP-Esri integration product suites.

The alliance will leverage the capabilities of both organizations in the growing SAP-Esri integration space. The alliance will include:

1. Enhancements of Imagem's GISConneX and SST's GeoSAP product suite to facilitate the integration of SAP and Esri business and mapping solutions and to help customers realize operational efficiencies in SAP EAM, CRM, HCM, BI, SCM, & Mobile solutions.
2. Joint sales and marketing activities for the global marketplace
3. Collaboration on consulting, system integration, training, support and R&D activities.

Imagem will leverage the alliance to strengthen its SAP Certified GISConneX product sales in the international utility market. SST's SAP certified GeoSAP suite and consulting expertise in SAP & GIS, enables both companies to offer a more comprehensive solution for addressing the business needs of users from a variety of functional areas and industries.

This alliance facilitates SAP and Esri customers, to be able to deploy spatially-enabled mission-critical business processes run by SAP while leveraging Esri's platform for enterprise geospatial solutions. This newly formed alliance is also expected to significantly add value to the SAP and Esri ecosystems by providing products and services for SAP-Esri integration to other partners with little or no expertise in this area.

"This is the first step in building a collaborative ecosystem where SAP and Esri customers and partners can access resources who are experts in both the SAP and Esri platforms" said Steve Benner of Esri, responsible for global SAP-Esri markets "By bringing the strengths of SAP and Esri together through the combined technologies and services of Imagem and Smartsoft, and their dedicated focus on SAP-Esri integration, this alliance is unique in the ecosystem and promises to deliver both product and best-practice based services to a broad set of customers who need spatially enabled business and business intelligence solutions".

"Imagem and Smartsoft will establish a Competency Center to further develop product and service offerings to address the business needs of the global market leveraging the SAP-Esri



business and geospatial platforms,” said Robert Hofmann, Business Partner Program Manager for Imagem Software International.

“The alliance with Imagem will empower Smartsoft to expand its Geo-SAP suite by leveraging and extending the capabilities of Imagem’s GISConnex suite to offer broader and more flexible solutions to utility customers” said Rao Papineni Executive Vice President, Smartsoft Technologies Inc.

The combined products and services of this alliance are available immediately. Imagem and Smartsoft have planned a series of webinars and participation in key SAP and Esri events to help customers and complimentary ecosystem partners get better educated on the need for SAP-Esri integration and how to leverage the joint capabilities of Imagem and Smartsoft. Further details of the new areas of collaboration are available on our websites.

The brand and product names appearing in this press release are the trademarks or registered trademarks of their respective companies.

About Imagem

IMAGEM is the official Esri distributor and Esri software support center in Brazil. IMAGEM has been supporting customers over 25 years with complete geospatial solutions based on improving Business Processes, GIS Best Practices and Esri technology. As a subsidiary of Imagem, Imagem Software International (ISI) is a Redlands, California-based technology company that provides packaged technology for the integration of ERP (SAP) and GIS (Esri) systems at the data, process and interface levels.

For more information about IMAGEM Software and GISConnex products visit www.gisconnex.com

For more information about IMAGEM company visit: www.img.com.br

About Smartsoft Technologies Inc.

Smartsoft Technologies, a subsidiary of Smartsoft International, a premier enterprise integration partner to market leaders like Esri, Microsoft and SAP. Smartsoft’s focus markets for geospatially-enabled solutions include Utilities, Public Sector, Oil and Gas, Retail, Real Estate, Banking and Insurance.

Smartsoft works closely with Esri and SAP in the areas of product and solution development. Smartsoft’s domain knowledge in Enterprise Asset management, years of experience in SAP



implementations and understanding of Esri technologies help organizations in geo-enabling their enterprise applications for operational excellence.

For more information about the company, services and products visit www.smartsofttechnologies.com