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innoPath's Solutions Go SaaS

*Solutions to Drive Superior Care Experiences for Mobile Service Providers and Their Subscribers
Available for the First Time as a Software as a Service Offering*

SUNNYVALE, CA – December 15, 2011 – innoPath Software, the leading provider of technology to drive the support and care of mobile devices in an always-on world, today announced availability of its mobileUpdate™ and activeCare2™ solutions in the software as a service (SaaS) model. With the announcement, mobile service providers have immediate access to innoPath's decade of mobile update and customer care expertise from the comfort of the cloud.

"With Android and iOS devices entering the market at an explosive pace, service providers must act quickly to ensure superior care experiences for mobile consumers, or risk being left behind," said John Fazio, President and CEO of innoPath. "We understand this urgency, and our new SaaS solutions are a perfect fit for carriers and OEMs. Simply put, SaaS reduces the commercial risk for our customers, freeing them to accelerate the decision making process and implement our solutions in just a few weeks rather than in many months."

With quick time to market, service providers leverage innoPath's recognized market-leading solutions immediately. mobileUpdate is used by mobile operators and device manufacturers to deliver critical fixes and new functionality to millions of devices over-the-air; thus bringing the desktop world's model of continuous updates now to the mobile world. activeCare2 gives customer care agents a robust dashboard to diagnose and fix smart devices with a single click; thus empowering agents, reducing call escalations, and positively impacting net promoter score (NPS). And now both mobileUpdate and activeCare2 are delivered as turnkey and hassle-free solutions that can be counted upon to evolve with emerging market needs.

"We understand our customers' immediate and very real problems—battery performance, the growing threat of malware, the privacy risks associated with keyloggers, and increasing call center volume, as examples," Fazio noted. "We've done everything we can to make their lives less complicated. Decision making is straightforward, contracts are simple, deployment is speedy, and our solutions themselves have been designed for ease of use. Embracing innoPath has never been easier, and we look forward to helping our customers delight and better serve their mobile subscribers."

For more information about innoPath's mobileUpdate and activeCare2 solutions, visit www.innopath.com.

About innoPath

innoPath technology drives the support and care of mobile devices in an always-on world. Using mobileUpdate and activeCare2, mobile operators and device manufacturers update, diagnose, and fix devices over-the-air. The benefits of using innoPath technology include avoided device recalls and returns, reduced incidence of support calls, improved first call resolution for issues related to Android and iOS devices, and increased subscriber satisfaction. innoPath's customer list includes Verizon, KDDI, China Telecom, Tata DoCoMo, LG, Nokia, and Samsung, among others. For more information, visit www.innopath.com.

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