

# PRESS RELEASE

MobiWork® expands international footprint, signs strategic partnership with MC Applications

*MobiWork® announces strategic partnership with French value added reseller MC Applications to bring its leading mobile workforce management solutions to the French market.*

**Boca Raton FL, March 26, 2013:** Florida based MobiWork® today announced its partnership with MC Applications, a specialist in mobile and cloud based solutions for businesses, to bring MobiWork® mobile workforce solutions to the French market.

"In the current economic climate, French businesses are looking for solutions to improve their productivity and reduce costs. By using MobiWork® smartphone and cloud based solutions to manage their mobile workforce, they can achieve a real competitive advantage as well as significant savings on their IT expenditures," said MC Applications CEO and co-founder Ange Cucchi.

"We have seen a rapid evolution of the French IT market towards Smartphone and SaaS/Cloud based solutions during the past year", said MobiWork CEO and Founder Hervé Rivère. "We believe that MC Applications has the right expertise, agility of execution and dedication to our area of business to help us quickly establish a significant footprint in the French market".

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## **About MC Applications**

[MC Applications](#) is a privately held value added reseller dedicated to bringing best in class mobile and cloud based solutions to French businesses. Founded by veterans of the IT industry, MC Applications accompany their customers' deployment projects with a comprehensive range of services, including implementation, customization, training, project management, change management and first level support in French language.

## **About MobiWork**

[MobiWork®](#) is a privately held software technology company based in Florida, specializing in smartphone and cloud based mobile workforce solutions for field sales, field services and logistics. MobiWork® solutions increase productivity, improve information exchange and customer satisfaction. They are deployed in minutes, cost effective, highly customizable, easily integrated with existing software, and reflect best business practices.

For more information visit [www.mobiwork.com](http://www.mobiwork.com) or contact 1-888-MOBI-WRK or [sales@mobiwork.com](mailto:sales@mobiwork.com).

