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## **Xora Adds Innovative IndustrySmart™ Functionality to Leading Mobile Resource Management Solution**

### ***New Feature Tailors GPS TimeTrack Solution from Xora to More Than 50 Industries***

**Mountain View, CA** – May 22, 2007 – Xora, a leading provider of location-based mobile workforce management solutions, today announced IndustrySmart, a feature that automatically customizes account settings based on a specific industry. These settings are the result of more than two years of extensive research done by Xora.

By researching and analyzing industry-specific usage patterns among companies seeing the highest return on their investment, Xora is able to take the guesswork out of the setup process and provide optimized account settings for new customers that are in place from the very start.

IndustrySmart is a patent-pending solution that is now available for 50-plus industries including residential construction, HVAC, waste management, pest control, security and many more.

“IndustrySmart makes it easier for companies to start using GPS TimeTrack, but more importantly, IndustrySmart increases the value of GPS TimeTrack by leveraging all the research that Xora has performed into how companies in specific industries are getting the most from our application,” said Sanjay Shirole, Xora co-founder, president and CEO. “IndustrySmart provides our customers with a significant running start and makes it easier for them to access the full power of the GPS TimeTrack application.”

When setting up an account with Xora, the customer simply selects the appropriate industry and the resulting customization is done automatically via IndustrySmart. For example, if the customer selects residential construction, IndustrySmart automatically customizes the account so that the phone can capture job types and cost codes, as well as other settings specific to residential construction. If the customer chooses pest control, IndustrySmart will customize GPS TimeTrack to record supplies used and customer payment type, as well as other settings specific to pest control.

Xora mobile resource management applications enable businesses to track and manage field staff via GPS-enabled mobile phones. Mobile workers use the phones to record time sheet and job status information, including when they begin and end shifts and jobs. Office staff can access this information in real-time through web-based maps and reports. Companies use this information to ensure that workers are paid accurately and customers are billed appropriately. This added visibility leads to increased productivity, lower costs and enables the delivery of superior customer service. Xora was recognized for excellence in mobile workforce management by market research firm Frost & Sullivan in 2007.

#### **About Xora**

Xora is a leading provider of location-based mobile resource management solutions. Founded in 1999, Xora has raised more than \$11 million in venture capital and is privately funded; the lead investor is Dawntreader Ventures. Xora partners include Sprint, Telstra, Motorola, RIM, Garmin, Oracle and Sun.

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