Unifies Company After Strategic Acquisitions; Underpins Mission to Transform Business Through Intelligently Designed Mobile Applications That Delight and Empower People

Manufacturing.net

http://www.antennasoftware.com () -

Antenna (http://www.antennasoftware.com) , enabling business transformation through intelligently designed mobile applications, today unveiled its new brand identity, logo and Web site. The rebranding initiative comes after a string of strategic acquisitions by the company, including Vettro (http://www.antennasoftware.com/news_detail.aspx?pNewsId203) , Dexterra (http://www.antennasoftware.com/news_detail.aspx?pNewsId217) and Vaultus Mobile Technologies (http://www.antennasoftware.com/news_detail.aspx?pNewsId247) -- and symbolizes a unified culture, technology and product portfolio and a renewed commitment to customers, partners and stakeholders. Antenna's new mission is to "Deploy Happiness," reflecting a core belief that happy customers are a direct result of an organization that's empowered to deliver quickly and with confidence. To achieve this, Antenna provides a comprehensive mobile application portfolio that both employees and customers actually like to use, on any device, anywhere.

"'Deploy Happiness' expresses what we're really doing when we arm an organization with Antenna apps -- whether employee- or consumer-facing," said Jim Somers, chief marketing and strategy officer, Antenna. "Our apps come to life in the 'last mile of mobility' -- the two feet between the device and the user, so people can get what they need without delay or fuss. In this way, mobile apps can actually change how people do what they do, which ultimately has the power to transform a business."

Leveraging the company's new brand, Antenna has fortified its portfolio of apps and human-centered design methodology, resulting in a diverse array of new pre-built, end-to-end mobile solutions for key industries, including Financial Services, Manufacturing, Life Sciences, Telecommunications, Consumer Packaged Goods (CPG) and Retail. With its recent launch of AMP 3.0 (http://www.antennasoftware.com/news_detail.aspx?pNewsId252) -- a scalable and flexible mobile enterprise applications platform --Antenna is accelerating its growth by enabling global partners to mobilize and deploy happiness to their own customers. "We fundamentally believe that business apps should be as exciting and easy to use as consumer apps, but anyone who has experience with enterprise-class mobile apps understands the challenge in doing so," said Jim Hemmer, president and CEO, Antenna. "The value of Antenna's mobile platform is that it makes support of multiple devices, security, integration, performance and

management of a mobile deployment look easy -- even though it's not. When we say 'deploy happiness' to employees and customers, CIOs and CTOs can be happy too. I am excited about the new Antenna brand and the untapped potential ahead for our customers and partners that embrace the true power of mobility."

Visit www.antennasoftware.com (http://www.antennasoftware.com) for more information.

About AntennaAntenna enables business transformation by developing human-centered apps that run on any mobile device, anywhere. Only Antenna apps are backed by the most advanced enterprise-class mobile platform that makes all the hard stuff like security, integration, performance, scalability and management look easy (even though it's not). Millions of people love to use Antenna apps every day. That's why leading Global 2000 companies rely on Antenna to be their trusted mobility partner. Founded in 1998, Antenna is headquartered in Jersey City, N.J., with offices around the world. Visit www.antennasoftware.com (http://www.antennasoftware.com) and follow @AntennaSoftware (http://twitter.com/antennasoftware) on Twitter.

SOURCE [1]

Source URL (retrieved on *04/01/2015 - 12:41am*):
http://www.chem.info/news/2010/07/unifies-company-after-strategic-acquisitions-underpins-mission-transform-business-through-intelligently-designed-mobile-applications-delight-and-empower-people

Links:
[1] http://www.manufacturing.net//News/FeedsAP/2010/07/industry-focus-manufacturing-technology-unifies-company-after-strategic-acquisitions-unde/