

# media information

## THE BUSINESS

### Who are Romex?

Romex is a new Mobile Application Service Provider (MASP) designed to help businesses effectively manage their mobile teams. They are the first company to market with an off the shelf web enabled product.

### How does it work?

Using the latest GPS technology with Google maps, Romex delivers a comprehensive real-time, highly accurate application that can be uploaded to existing devices. The software is able to detect when the user is in a moving vehicle or not.

### How do Romex products work?

The Romex MyFix software is loaded into a company's existing GPS Smartphones or Windows Mobiles and via TeamFix, the management software feeds vital information from speed monitoring to pinpoint location mapping enabling easy management directly back to the office.

### What are the benefits of Romex?

Through the consolidation of existing technology and hardware, Romex will instantly reduce business costs.

The Romex software delivers tangible cost savings on fuel, expenses and over-time. It is cost-effective, easy to install and can be deployed for instant results with no additional hardware costs.

### How is the tracking information accessed?

The tracking information is a purely web based solution accessed via the Romex World website.

### Can any business use Romex?

Any business with a mobile team, a fleet of couriers, remote sales team or service engineers can use the software.

## THE PEOPLE BEHIND ROMEX

Romex is part of the Citylink Group Ltd, a profitable technology business with 25 years of investment and experience that has built a number of service based businesses and delivered exceptional growth and stability.

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The development team behind Romex were the innovators and developers of first hotel mini bar billing system in 1982. They have 20 years experience in independent vending market leading to multi-million disposal in 1987.

In 2004, their PC support business increased to 500,000 supported desktops and was sold to a customer Wincor Nixdorf.

### **How many staff do they employ and what do they do?**

*Romex Sales Director, Jason Laight* - previously Head of Channel Cybit Group Holdings PLC. Jason spent 5 years with Cybit successfully building a £4 million SME 'channel to market strategy' and significantly increased Cybit customer base by 25% year on year. His mobile communication background comes from a two year role with the Caudwell Group in Business to Business Sales Management and prior to this, Jason worked for Sage PLC as Head of Sales for CRM Solutions UK.

Romex has secured the marketing and PR services of Silver, a dynamic brand and communications agency supporting a diverse range of telecommunication and technology customers. From the development of the Romex name and creation of the Romex brand, Silver have been at the genesis of the business and will continue to play an important role in growing Romex and helping their Partners to achieve exceptional sales and profits.

Graham Dodridge, a technology marketing industry luminary leads the creative team at Silver. With extensive experience in developing international brands, for technology companies in particular, his ability to generate effective brand initiatives and communicate at board level delivers real monetary benefit and dynamic growth to business. During twenty years of running his own agencies around the world Graham has made a beneficial impact on the fortunes of companies such as Adobe, Sun Microsystems, Oracle and Compaq / HP.

### **FUTURE DEVELOPMENT**

Romex is a modular solution that will constantly evolve with customer requirements adhered to. For further up to date information and product updates please visit [www.romexworld.com](http://www.romexworld.com).

### **COMING SOON**

A despatch module will be launched shortly to provide end to end job management and a work flow solution for the SME market.

For further press information, please contact:

Emma Walton, Silver Worldwide, 702 Eagle Tower, Montpellier Drive, Cheltenham GL50 1TA

Tel: 01242 585930 Mobile: 07515 357842 Email: [emma.walton@silver-worldwide.com](mailto:emma.walton@silver-worldwide.com)