

**Media Contact:**

Beth Trier  
Trier and Company for Vivido  
[beth@triercompany.com](mailto:beth@triercompany.com)  
415-285-6147

**COGNILYTICS IMPLEMENTS THE MOWEGO MOBILE ENTERPRISE  
PLATFORM FOR WORLD CLASS TIME AND EXPENSE MANAGEMENT**

***Employees and Consultants Empowered to Focus on  
Customers and Service, Not Data and Expense Entry***

**Santa Clara, Calif. — April 22, 2010** — Vivido, the leading smartphone enterprise mobility solutions provider, today announced that Cognilytics, a leading provider of analytics and visualization techniques to the financial industry, has implemented the Vivido's Mowego mobile enterprise application platform. Mowego's platform, represents the new generation of enterprise mobile business solutions, is designed to support a multi-device smartphone environment and enables remote workforces to extend functionality beyond their enterprise business system to their mobile devices.

Cognilytics is using the Time and Expense mobile application to enable its employees and consultants who work remotely to enter time and expenses anytime, anywhere, using their Blackberry, Android or iPhone devices. These applications have been designed with a simple and seamless user interface so that employees working on mobile devices can enter time-sensitive data rapidly and without error. Additionally, employees using Mowego's Time and Expense application have the ability to take a picture of expense receipts and attach it directly to the expense report at the time of entry using the mobile device. Moreover, the time and expense information is transmitted directly into the back end business systems for financial reporting and customer billing.

According to Gary Gauba, CEO of Cognilytics, "As an organization with a large remote and customer facing workforce, having daily visibility to time worked and making expense entry simple for our consultants is paramount. We want our employees spending their time providing our customers with the best service and not wasting precious time updating data for back end processing. After an extensive evaluation, we selected the Mowego platform and applications for their advanced functionality, scalability, simple user interface, and our ability to implement the solution in just weeks at a low cost."

Greg Tomb, CEO of Vivido, states “We are very pleased to have Cognilytics leverage the Mowego platform and applications. Cognilytics is a leader in providing solutions to the financial industry and works with some of the largest financial institutions in the United States. Their organization is top notch and we will bring value and improve their performance every day.”

By enabling mobile connectivity for the enterprise and its workforce, Mowego empowers business anytime, anywhere and is designed specifically to extend enterprise business systems. The Mowego suite of mobile applications are focused on key business processes that benefit mobile employees across many departments and industries, and have been developed to be installed on a variety of Smartphone platforms including BlackBerry, iPhone, and Google Android. Enterprises benefit greatly from the Mowego solution by increasing employee productivity, leveraging real-time information, and streamlining business processes.

#### **ABOUT VIVIDO:**

Founded in 2009 by former SAP NA CEO, Greg Tomb, Vivido Labs, Inc., a leading enterprise mobility solutions provider, aids clients in maximizing the value received from an investment in SAP and other back-end enterprise applications.

Vivido Labs focuses on: Vivido Expert Services and Vivido Mobility Products. The Vivido Mowego line of mobile enterprise business applications are designed and developed by Vivido Labs to provide enterprises with extended value from their backend business system investments through Smartphone technology with a critical focus on usability and productivity. The Mowego platform and applications are designed to work across multiple major smart phone platforms and devices.

More information can be found at: [www.VividoLabs.com](http://www.VividoLabs.com) or [www.Mowego.com](http://www.Mowego.com).

#### **ABOUT COGNILYTICS:**

Cognilytics is a leading global provider of advanced predictive analytics and business intelligence Max  $\pi$  solutions for the financial services sector across all asset classes. We enable companies to leverage data driven insights across the customer life cycle to create transparency into the risk profile, maximize shareholder value, and ensure regulatory compliance.

The Max  $\pi$  platform provides a holistic and integrated view of finance, risk, business and compliance across all asset classes. The Max  $\pi$  platform from Cognilytics is an end-to-end financial asset analytics, valuation, and real-time decisioning platform with enhanced visualization for applications across all financial verticals.

More information can be found at: [www.Cognilytics.com](http://www.Cognilytics.com).