

Vivido Operational Intelligence From Vivido Labs Becomes an SAP-Endorsed Business Solution

Vivido Operational Intelligence Integrated with SAP® Applications Easily Extends Reporting and Business Intelligence to Mobile Devices, Smartphones and Tablets

Santa Clara, CA – July 6, 2011 – Vivido Labs today announced that its Vivido Operational Intelligence application is now an SAP-endorsed business solution. The solution provides customers – with both current and older releases of SAP® solutions – with the ability to easily extend reporting and business intelligence to users via their mobile devices, smartphones, and tablets.

“Our Vivido Operational Intelligence application, now endorsed by SAP, brings tremendous benefits to mobile users of SAP solutions who need to make better decisions and speed up their business at anytime and anywhere,” said Greg Tomb, CEO of Vivido Labs. “The application has been designed from a casual user’s perspective for ease of use and with minimal learning required in order to bring the value of key business data to additional employees. This results in direct productivity gains and fast, smart decision making and will prove highly beneficial to current and future customer engagements.”

The Vivido Operational Intelligence application has been designed for easy installation and can be implemented in days for immediate benefit to mobile users wanting access to critical reports or information coming from SAP BusinessObjects™ BI solutions, the SAP ERP application, Excel and other data sources. The application has been designed to leverage the new wave of mobile smartphones and tablets for the enterprise user. By delivering this application as a mobile Web application, users are not required to install any additional application on the device. It includes advanced capabilities that enable users to manipulate reports, store their own views, and share the results with colleagues, making Vivido Operational Intelligence a very valuable application that can be used by almost any employee for immediate benefit. In addition, with the option of a true cloud-based architecture, implementing and maintaining the application is very cost effective.

Solutions endorsed by SAP AG are complementary to SAP software offerings, are developed in accordance with SAP development guidelines, and provide additional choices and flexibility for businesses running SAP applications. As part of the agreement between Vivido and SAP, both companies will share technology and product roadmaps.

“SAP’s endorsement of Vivido Operational Intelligence underscores our ongoing commitment to delivering new, innovative solutions to customers through cooperation with partners,” said Kevin Ichhpurani, senior vice president, Business Development and Strategic Alliances, SAP. “The use of the Vivido application, together with SAP solutions, will enable customers to access powerful business intelligence in SAP solutions via their mobile devices, leading to added value.”

About Vivido Labs, Inc.

Founded in 2009 by former president and CEO of SAP North America, Greg Tomb, Vivido Labs, a leading enterprise mobility solutions provider, offers enterprise mobile applications for sales, marketing, business intelligence, and mobile employee productivity.

More information can be found at: www.VividoLabs.com or www.Mowego.com.

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