



Press Bulletin

For Immediate Release

D-I-Y Invoice Optimization by MobilSense™

Self-Service Innovation Empowers Midmarket Companies to Save on Mobility

Agoura Hills, CA (February 9, 2016) – MobilSense Technologies, Inc., the creators of MobilSentry™ today announced a dramatic innovation in mobile expense management: MobilSentryDIY™.

MobilSentryDIY™ provides Midmarket companies a cloud-based mobility management and accounting solution that is intuitively easy to use while delivering a robust suite of tracking, analysis and optimization:

- Enterprise-tested optimization
- Affordable ROI-based pricing
- No-contract, no-outside auditor

The capability provided by MobilSentryDIY™ has been previously available only in enterprise software packages, requiring substantial investment in technology and personnel. Because MobilSentryDIY™ is fully self-service, provides step-by-step online tutorials and requires no software installation, telecom teams will be reviewing savings recommendations in no time after registering and uploading their latest company invoices.

Invoice Optimization Pays for Itself Many Times Over

MobilSentryDIY™ targets Midmarket companies through a revolutionary self-service, low cost solution with pricing based on ROI. “This self-service tool is like having a virtual expense consultant on staff with no contractual commitment or residual costs,” says MobilSense CEO Dave Stevens. “Its ‘do-it-yourself’ model permits us to share the cost savings with end users, utilizing invoice data mining tools that discover, organize, and report hidden invoice savings available to Midmarket companies.”

Blue Hill Research Chief Research Officer, Hyoun Park indicated, “Wireless expense management represents a 20% savings opportunity across mobile devices and usage. Traditional solutions have typically required an upfront cost that made this opportunity prohibitive to small and medium businesses. With the MobilSentryDIY™ opportunity-based pricing, MobilSense is opening up savings to an entire range of thousand-person businesses that have \$100,000’s of savings per year hiding in their mobile budgets.”

Despite its low price, MobilSentryDIY™ achieves best practice optimization technology through in-depth pooling scenario analysis and feature optimization. MobilSentryDIY™ is targeted at the No. 1 Midmarket issue: lowering operating costs.

About MobilSense Technologies, Inc.

MobilSense is an industry leading provider in the development, marketing, and support of mobile expense management (MEM) solutions. As an original MEM vendor, MobilSense continues to lead by providing software solutions that help customers understand and track their mobile expenses. Through cutting edge tools like MobilSentry™ and MobilSentryDIY™, MobilSense continues to benefit clients

with millions of dollars in annualized savings by avoiding unnecessary payments to wireless carriers and by automating business process for cost allocation and service provisioning.

For additional information visit MobilSense at www.mobilsense.com or call Doug Stevens @ 949-240-6233.