

Emay Softcom – China’s Leading Enterprise Wireless Provider – Selects Mobile Service Delivery Platform from Drutt

Drutt MSDP to Power Emay’s Enterprise Mobile Portal Hosting Services

Stockholm, Sweden – Drutt Corporation today announced that China’s Leading Enterprise Wireless Provider, Emay Softcom, is teaming up with Drutt to deliver mobile portal hosting services for enterprises.

"We believe the Drutt MSDP can enable us to quickly deliver to market the type of new services and features enterprises are asking for," said Mr. Li Yan, CEO, Emay Softcom. "With its ease of use, advanced segmentation abilities, we expect that Drutt MSDP will provide our enterprise customers with a more dynamic marketing and sales channel, as well as a better customer retention platform. We look forward to working with Drutt Corporation to roll out these new services for our customers."

Emay will be using the Drutt MSDP as a complete business support system to provide portal management, commerce, relations and delivery for Emay’s enterprise customers. It is a highly modular end-to-end system completely managed with a consistent set of graphical tools. Drutt MSDP has the largest installed base in the industry.

"We're excited that Emay Softcom has selected Drutt MSDP to roll out its Mobile Portal offering for its enterprise customers," said Roland Svensson, CEO, Drutt Corporation. "Our market research shows that enterprises want to expand beyond basic SMS applications into portal based services with robust segmentation capabilities. Our MSDP platform offers the flexibility to be used for a variety of applications. We look forward to working with an innovative services provider such as Emay."

About Emay Softcom

Emay Softcom Technology Ltd. is a leading provider of enterprise wireless application solutions and services. Our solutions enable enterprise users to use SMS and other wireless data services to enhance productivity and increase sales, incorporating wireless communication capability to ERP, CRM, SCM (Supply Chain Management), OA (Office Automation), Data Collection, and other industry tailored applications. As of now, as a pioneer in the enterprise wireless application sector, we serve over 120,000 enterprise customers, which send and receive short messages through our service platform every day.

About Drutt Corporation

Drutt Corporation is the world’s leading Mobile Service Delivery Platform (MSDP) provider to mobile operators. Our products help operators mobilize and charge for any content to any device, over any mobile network and delivery channel. Drutt Corporation is a global software company with offices in Sweden, UK, North America, Latin America, Middle East and China. Drutt products are commercially deployed in more than 60 operators in 35 countries, managing millions of transactions and available to hundreds of millions end users every day. For more details, please visit: <http://www.drutt.com>.