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Officials, investors purchase division

Scottsdale firm plans expansion

Jane Larson

The Arizona Republic
Jun. 7, 2006 12:00 AM

SCOTTSDALE - A California company has spun off its Scottsdale division into an independent company that plans to expand in the workforce automation arena.

Electronics for Imaging Inc. of Foster City, Calif., announced last week that it has sold its Mobile Workforce Automation division to the division's managers and two investment groups for \$10 million.

The new company, named MWA Intelligence Inc., is headquartered in north Scottsdale. It has 50 employees and annual sales of \$10 million, spokeswoman Victoria Satran said.



MWA Intelligence develops and sells software that office-equipment service technicians use to electronically file reports and track completed jobs. It also sells devices that allow dealers who lease office equipment to track the volume of usage and bill customers electronically.

The operations have been based in Scottsdale since 2004, when EFI bought Scottsdale-based ADS Communications Inc. for \$11.5 million in cash. EFI merged ADS' field service management business with its remote asset management product line.

Michael Stramaglio, general manager of the EFI division, becomes president and chief executive officer of MWA Intelligence.

MWA Intelligence plans to enhance its offerings, expand nationally and internationally and expand into other industries such as utilities, Satran said.

"We feel we have the technology, and we're going to try to go more aggressively after automating utility services," she said. Utilities have tried for years to automate meter-reading and other labor-intensive processes.



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