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## Sostilio & Associates International Digest – SAID

Note: This digest is about an event or occurrence within the office equipment / document industry and is intended for the use of Sostilio & Associates clients who may want to consider it as part of their strategic planning input. The comments are entirely my point of view and opinion. No part of this newsletter may be copied or reproduced in any form without the expressed written consent of Sostilio & Associates International.

**March 30, 2009**



**M**WA Intelligence, Inc. (MWAi), a provider of M2M (machine-to-machine) and M2P (machine-to-people) solutions and services, announced two significant additions to its executive management team, Shane Hannan accepted the position of Senior Vice President of Sales and Marketing and John H. Brostrom accepted the position of Senior Vice President of Operations.

In his role as senior vice president of sales, Mr. Hannan will take on the responsibility of leading MWA Intelligence's sales management and overall marketing strategy where he implements and supports strategic initiatives related to expanding revenue opportunities, vendor partners and product marketing. Mr. Brostrom will take on the responsibility of leading MWA Intelligence's Strategic Account Management, Customer Care, MWAi University and Information Technology divisions.

Mr. Hannan has over 27 years in the office equipment and office technology industry. He got his start in the printing industry as an Apprentice Compositor for Consolidated Press in Australia. After becoming a tradesman, he started Expo Graphics, which won a 1986 NSW Small Business Award. He also co-founded Southside Offset Printing in Sydney. Shane holds certificates in Hand & Machine Composing and Business Management and is an Associate of the Australian Institute of Management. Prior to joining MWAi, Hannan was a Director at Print Control Software, Inc, managing the company's operations, strategic development and vendor partnerships with a focus on revenue growth. Before joining Print Control Software, he held positions as Product Marketing Manager and Product Development Manager for IKON Offices Solutions. While with IKON, he was responsible for the delivery of IKON's corporate marketing to Western Region staff and sales teams.

Mr. Brostrom is a former President of ECi La Crosse and the former President and Owner of La Crosse Management Systems, Inc., that provided Enterprise Resource Planning solutions and accompanying professional services to clients worldwide. John is a seasoned executive with over 26 years in the office equipment and office technology industry

having held the position of Director of Research & Development and Trainer with La Crosse Management Systems, Inc., and Store Manager with MicroAge Computer Centers of La Crosse. John earned his B.S. in Business Administration from Viterbo University, La Crosse, Wisconsin. He is also a board member for the Viterbo University Business Department and a board director for the Dahl School of Business, La Crosse, Wisconsin.



MWA Intelligence and Print Control Software / ROI Print Manager (PCS) announced its planned acquisition of PCS by MWAi to be completed later in 2009. PCS is a leading provider of end-user management software applications. The companies' combined strengths in the areas of engineering, research and development, professional services and support, as well as the tremendous depth facilitated by a joint product offering, will set new standards in the device and document management market space.

"As companies across every industry continue to look for ways to combat volatile economic conditions, increased competition and more complex operating environments, an optimized printer fleet and reduced document spend are must-haves," said Michael T. Stramaglio, CEO and President of MWA Intelligence, Inc. "Bringing these two talented teams and robust solution sets together is a natural next step for both our organizations."

The combination of MWAi's device management and PCS' ROI user management solution suites provides complete control over any business' print environment that is both comprehensive and easily implemented allowing for widespread adoption and ongoing utilization. MWAi Intelligent Dashboard provides real-time feedback on the status of the equipment while ROI Print Manager delivers detailed reporting on usage and volume to help establish rules-based-routing workflows that drive print volumes to the most cost-efficient solution.



**Side Bar:** *Steve Laughey was the Vice President of Sales at MWA Intelligence for 4 years and was part of our industry for more than 25 years. You couldn't miss him – he was one of those gentle guys who when he saw you would walk right up to you, extend his big hand and greet you with a firm handshake and a broad and sincere smile.*

*I first met Steve when I was at Dataquest when he attended our conferences and he was at Minolta. He survived and prospered in our industry through hard work and loyalty. And he never had a bad word to say about anyone. His battle with cancer was too much for him and he succumbed to it this month, leaving his wife, his children, his brothers and sisters and many friends who respected his work ethic and cherished his friendship.*

Bob Sostilio