

News release

GENESA AND SIRTI JOIN FORCES TO OFFER APPLICATION SOLUTIONS TO THE UK MARKET

TONBRIDGE (KENT) – Monday 12th December '11 – Genesa Ltd, a national company with a long experience in the telecommunication sector and in the software development arena (www.genesa.co.uk), is joining forces with Sirti S.p.A., the longest standing and most known Italian telecommunication company (www.sirti.it), to develop and bring to the UK market a new proposition of application solutions based on cloud computing.

The announcement is a welcomed development, as Sirti is a significant shareholder in Genesa and the two companies have collaborated in the past in many areas of mutual interest.

Genesa and Sirti will start their new collaboration by commencing a joint software development programme that focuses in the first instance on the development of a workflow application specifically for the UK SME market. 'SME1' – the project name of the application – will manage the traditional paper flows of SMEs electronically and provide the critical business intelligence that so many of such businesses lack but desperately need. The solution will benefit from being based on cloud computing, thus reducing the upfront investment required for an SME. It will be sensibly priced to attract and help such businesses.

To make more widely accessible the benefits of cloud computing, Genesa and Sirti are also making available to the UK market a shared Application Solutions Catalogue that spans from Advanced Logistic Services to Network & System Management Services, from GeoAsset to Delivery Management Services.

Gerard Garcia, the Managing Director of Genesa Ltd, explains: "Leveraging on the breadth of Sirti's experience and knowledge in the development of solutions for the engineering sector allows Genesa to bring to the UK market a new set of modern applications that can drastically improve the quality of management and delivery for UK businesses, whilst at competitive prices." Gerard adds: "We are very pleased that our business relationship with Sirti has been brought to a new level and look forward to working with our partner to bring innovative and effective solutions to the UK SME market".