



New Company Provides MRM Consulting Services for Solutions Providers and End-user Customers to Maximize Efficiency and Ease Implementation

Ken Nguyen, former Director of Solutions Management and founding member of @Road has teamed with former @Road Manager of Strategic Projects, Carey Fan, to announce a new generation of Mobile Resource Management (MRM) services with the launch of their new consulting solutions firm, goMRM, LLC located in Hayward, California.

Hayward, CA ([PRWEB](#)) October 20, 2004 -- Ken Nguyen, former Director of Solutions Management and founding member of @Road has teamed with former @Road Manager of Strategic Projects, Carey Fan, to announce a new generation of Mobile Resource Management (MRM) services with the launch of their new consulting solutions firm, goMRM, LLC located in Hayward, California. goMRM is focused on simplifying and shaping the MRM adoption process and building cost effective solutions to drive the evolving MRM industry by leveraging the most effective 3G wireless, Internet, security, and location-enhanced technologies presently available. The company will focus on providing consulting services to address two markets: (1) companies utilizing field employees that need to adopt an MRM solution and (2) MRM service providers with clients requiring specialized solutions-building and deployment services.

“With so many MRM service providers out there, it’s easy for companies with mobile workforces to become confused. Many of these companies waste valuable time, energy, and money simply choosing an MRM application—and many so-called “solutions” are simply too complicated or do not provide them the data that they require. The managing consultants at goMRM bring passionate, but unbiased expertise to companies that need to adopt or deploy an MRM solution,” stated Principal Consultant Ken Nguyen. “Additionally, because of our experience in building technical solutions, we can assist other MRM service providers in building products that address their core audience. Our goal is to help companies, whether they are end-clients or MRM providers, identify and deploy solutions while remaining sensitive to cost and logistical requirements.”

goMRM will offer several consulting services, including program management, application building, Return on Investment (ROI) modeling, installation and governance services.

“Because the MRM industry is an emerging market, we realize that many companies will be adopting or constructing MRM solutions for the first time. We felt it was important to simplify the process by offering a wide range of consulting services designed to fit their needs,” said Principal Consultant Carey Fan. “Many companies do not realize how complicated it can be. Installation, hardware, software, RFP and RFI issues can make the process very intimidating. Whether it is the goal of our clients to improve efficiency and strengthen communications with their field workers or to build the right solution for their target market, goMRM consultants will help remove the guesswork and save them money.”

For more information, please email bizdev@gomrm.com or visit www.gomrm.com.

About the goMRM founders:

Ken Nguyen worked for @Road from 1998-2004 where he was responsible for designing GeoManager, @Road’s core application that recently won the Frost & Sullivan 2004 Mobile Communications Product of the Year. Mr. Nguyen most recently served as Director of Solutions Management, where he led the team that designed emerging products and applications for the MRM industry, including the successful handset solution



GeoManager Pocket Edition. In addition, Mr. Nguyen led the successful application development efforts for many key @Road customers, including Verizon Communications, Qwest Communications and Waste Management.

Carey Fan worked for @Road from 1999-2004 where he built the pilot management infrastructure for @Road's largest customer prospects. Mr. Fan served as Manager of Strategic Projects, where he managed the team that led the successful pilot and subsequent deployment for Verizon Communications, @Road's largest customer. In addition, Mr. Fan built support, ROI and training models for @Road's largest strategic clientele, including Verizon Communications, Qwest Communications, Masco and Waste Management.

About MRM:

Defined as an all-powerful business productivity tool, Mobile Resource Management (MRM) is a rapidly growing requirement for companies that utilize field employees to service and interact with their customer base. The ability to provide end-to-end accessibility to field employees is a market space that is being defined as it grows. As new technology and alternative communications develop, companies that are able to efficiently and rapidly deploy will remain on top of their market space. MRM affords these companies the competitive edge they need to thrive by providing access to back-office ERP and CRM solutions utilizing location-enhanced and wireless technologies. Frost & Sullivan revealed that the MRM market generated \$250 million in revenues in 2003 and is likely to exceed \$1 billion by year-end 2006.

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