



News Release



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Axeda and SilverTrain Partner for Service Intelligence

Partnership Delivers Industry's First Complete Business Intelligence Solution Combined with Leading Remote Service Analytics Expertise

FOXBORO, MA and MILWAUKEE, WI (Sept. 27, 2007) — Axeda and SilverTrain are partnering to give product manufacturers the most comprehensive combination of Business Intelligence (BI) software and professional services for the remote product service (RPS) market. Powered by the Axeda® ServiceLink Service Intelligence package and SilverTrain Business Intelligence Services for Smart Devices, organizations are able to translate product and customer performance data into actionable information to drive strategic business decisions.

The Axeda Service Intelligence product suite, which incorporates market-leading BI capabilities from Cognos, allows customers to build powerful reports and dashboards to track service program metrics and assist with strategic decision-making. In real-time, companies are able to define, measure, and monitor key performance indicators, such as mean time to resolution (MTTR) and mean time between failures (MTBF) against strategic business, customer, and product objectives.

SilverTrain Business Intelligence Services for Smart Devices will leverage the Axeda Service Intelligence product capabilities to build BI solutions for Axeda customers. As a leader in BI services with deep expertise in RPS, SilverTrain has the unique ability to deliver these solutions and proven best practices for implementation – helping manufacturers get even more value out of their RPS programs.

“Our customers are at the forefront of using remote service as a way to optimize product performance, and meet today’s demands for 24x7 uptime,” said Dale Calder, president and CEO of Axeda. “This partnership helps them take their RPS solutions to the next level – with customized solutions that organize and analyze service metrics and product data to support the continuous improvement of service performance and next-generation product development.”

The Axeda and SilverTrain partnership demonstrates both companies’ commitment to delivering the most innovative solutions to the RPS market and represents a first for the industry.

“The competitive landscape for remote services is changing,” said Bob Carlson, CEO of SilverTrain. “As more companies get intelligent devices connected to their enterprise systems, organizations are being forced to identify new ways to differentiate their products and services. The data being collected and analyzed represents a tremendous opportunity to fundamentally improve the customer experience and in the process creating a significant marketplace advantage. By working with Axeda, we can help organizations derive more value from the data being collected from their intelligent devices and apply the knowledge it can ultimately generate.”

SilverTrain and Axeda presented the Service Intelligence solution for Axeda ServiceLink this week at the 2007 Axeda Connexion User Conference in Scottsdale, AZ.

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About Axeda

Axeda Corporation is the secure remote service and support company. Its solution helps Fortune 1000 companies worldwide, including Abbott Laboratories, Diebold and EMC, proactively service and support products to ensure optimal uptime at the lowest possible cost. In 2006, Axeda became the first and only remote service application provider to receive the prestigious VeriSign® Security Certification. Axeda Corporation is a privately held company headquartered in Foxboro, Mass. and can be reached at www.axeda.com.

About SilverTrain

SilverTrain is a Business Performance Management firm focused on helping global product manufacturers to accelerate the adoption of their remote service solutions and to derive more value from

their connected products. SilverTrain offers a suite of lifecycle services that enable clients with strategic remote service programs to more effectively overcome their primary business challenges: connecting more customers in a shorter period of time and utilizing data from intelligent devices to enable a new generation of Smart Services. SilverTrain leverages its experience in Business Intelligence to deliver solutions that address the unique business requirements found at the intersection between remote services programs and other enterprise business operations. SilverTrain assists its clients in shifting their business focus from customer satisfaction to customer experience and ultimately to customer loyalty; lowering remote services program costs, adding new sources of revenue, and increasing market share. More information is available at www.silvertraininc.com.