

## PRESS RELEASE

### BOEHRINGER INGELHEIM FRANCE IMPLEMENTS CENTRALISED NOTIFICATION WORKFLOW HUB WITH MESSAGE MASTER® ENTERPRISE ALERT - DERDACK'S NOTIFICATION WORKFLOW SOFTWARE ENABLES GREATER SYSTEM UPTIME

**Potsdam, 3 March, 2009:** Derdack, provider of mobile messaging platforms and notification workflow software today announced that Boehringer Ingelheim France, part of one of the world's top pharmaceutical companies, has completed the implementation of a centralised notification workflow hub using message master® Enterprise Alert.

Boehringer Ingelheim France has a large number of IT systems supporting its general business requirements, e.g. an Enterprise Resource Planning (ERP) system. In order to monitor each system, the company used a number of different software packages. In the event of an IT fault, the monitoring systems were capable of generating and sending an alert to a member of the on-call support team. However, whilst reviewing its monitoring and alerting processes, Boehringer Ingelheim France realised a dedicated product to manage notification workflow was required.

Anthony Dumais, System Administrator and Project Leader, Boehringer Ingelheim France said, "We have seen a rapid ROI on this project and we are more proactive in how we deal with alerts. message master® Enterprise Alert is critical to our ability to meet and exceed 99.9% system uptime, and thus ensure our business continuity. The support for multi-channel notification workflow, allied to the ease of use and deployment have validated our decision."

Boehringer Ingelheim France implemented message master® Enterprise Alert as part of a project to consolidate, rationalise and update all of its monitoring systems. message master® Enterprise Alert now acts as a centralised notification workflow hub. If there is a problem such as an IT hardware failure, the relevant monitoring system generates an alert and this is sent to message master® Enterprise Alert.

The notification workflow hub then sends the alert to the relevant support member depending on available resources and according to their communication preferences. Typically alerts are sent by SMS and the support member must acknowledge it has been received and acted upon. message master® Enterprise Alert allows for acknowledgement via the same channel that delivered the alert – a key project requirement.

If confirmation is not received within a set timeframe, the alert is progressed through an automated workflow. This can include trying alternative communication channels such as a cell phone or fixed line call, and escalation to other team members or supervisors.

With message master® Enterprise Alert embedded at the heart of Boehringer Ingelheim France's monitoring infrastructure, the company has a more flexible system in place which provides greater confidence that any IT problems will be swiftly resolved.

Anthony Dumais concluded, "Other systems that we looked at could create an alert but lacked flexibility and functionality to follow a resource scheduling calendar. After a thorough market review it became clear that the only package that could deliver the required level of intelligent notification workflow with multiple communication channels, at a cost effective price, was Derdack's message master® Enterprise Alert."

Matthes Derdack, Managing Director of Derdack commented, “Maintaining high levels of system availability is vital. Boehringer Ingelheim France’s centralised notification workflow hub provides an efficient and effective means of achieving this.”

## ABOUT DERDACK GMBH

Derdack is an independent software vendor offering mobile messaging platforms and notification workflow software. Derdack’s premium products provide clients with unsurpassed service innovation and business continuity. Derdack is headquartered in Potsdam, Germany and has several hundred installations worldwide. A thriving Partner channel extends the company’s reach globally.

Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide and in all verticals. Clients include BMW UK, Caterpillar Belgium, Daimler, Microsoft Ireland, Roche Switzerland, Siemens Germany, Steria UK, Symantec and Telstra Australia. For further information please visit [www.derdack.com](http://www.derdack.com).

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