



ANNOUNCEMENT

PRESS RELEASE

The Provimi Group – Automates with SAP and RFgen for Improved Efficiency and Reduced Operational Costs

EL DORADO HILLS, CA – April 10, 2010 – The DataMAX Software Group, Inc., a leader in Automated Data Collection Software with over 2,500 installations worldwide, announces the Provimi Group's implementation of RFgen to automate their shop floor with SAP. RFgen's SAP Certified Mobile and Wireless Data Collection Software offered Provimi implementation and development cost savings which were a large decision making factor, as well as pre-built data collection transactions for SAP.



By automating their shop floor with RFgen SAP Wireless Solutions, Provimi will see direct cost saving benefits and real-time ERP information visibility. The goal is for extended and enhanced SAP functionality. RFgen's SAP Certified Solutions will provide real-time data collection for production, labeling, and wireless scanning in the warehouse and production environments. Provimi, with the guidance and technical expertise of Actemium, an established RFgen partner in Europe, implemented standard SAP and custom applications utilizing RFgen. Provimi linked shop floor automations with SAP resulting in validated input for SAP. They optimized the shop floor processes improving efficiency and increasing productivity levels. RFgen is currently installed and fully implemented in 10 Provimi sites with 4 – 15 users per site. By 2012 the plan is to expand their new automated shop floor system to 53 sites, and 250 users.

Provimi is a world leader in animal nutrition with approximately 80 plants in 30 countries, exporting to over 100 countries worldwide. Their annual sales last year exceeded €1.7 billion. They manufacture and supply technical products for various animals, as well as other innovative products including premixes, specialties, complete feed, and pet foods serving the nutrition and health needs of animals worldwide.

About the DataMAX Software Group, Inc.

Founded in 1995, the DataMAX Software Group, Inc. is a Certified **Oracle**, **SAP** and **Microsoft** Partner and is a leading provider of automated data collection software solutions, transaction suites, and services to major corporations in the United States, Europe, and Asia. With over 2500 worldwide installations, RFgen is a reputable leader in automated data collection solutions. DataMAX's RFgen Software is installed and supported worldwide by 125+ associated resellers and partners.

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