



# PRESS KIT

SOTI is the world's most trusted provider of mobile and IoT management solutions, with more than 17,000 enterprise customers and millions of devices managed worldwide. SOTI's innovative portfolio of solutions and services provide the tools organizations need to truly mobilize their operations and optimize their mobility investments. SOTI extends secure mobility management to provide an integrated solution to manage and secure all mobile devices and connected peripherals in an organization.

For more information, please visit: [www.soti.net](http://www.soti.net)

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## FAST FACTS

- **25+ years** managing mobility
- **17,000+** customers across 176 countries with over 20 million mobile devices under management
- A Canadian and privately-owned company with over **1,000 employees**, operating across **28 countries worldwide**
- **11 Regional Offices:** Three in Mississauga, Ontario (Global headquarters), Waterloo, Ontario (Research & Innovation), Birmingham, UK (EMEA headquarters), Galway, Ireland, Gothenburg, Sweden, Gurgaon, India, Melbourne, Australia (APAC headquarters), Japan and Dubai, UAE (MENA headquarters).
- 2019 continues to bring the company its most profitable year in revenue growth, now with over **97 quarters of consecutive profitability**
- SOTI's partner ecosystem is expanding with over **4,000 channel partners** including resellers, distributors and 195 OEM partners

"Mobility has evolved from a 'nice to have' to being fundamental to the success of business operations and critical systems that run today's enterprises, which we refer to as 'business-critical'. At SOTI, we pride ourselves on being trusted and reliable advisors to our customers and partners. As technology evolves, we continue to innovate and develop real solutions for the biggest mobility and IoT challenges faced by the modern enterprise."

- Carl Rodrigues, CEO and Founder of SOTI.

## ABOUT SOTI

Founded in 1995 and born from the visionary concepts of President and CEO Carl Rodrigues, SOTI pioneered the mobility management industry long before smartphones became prevalent, becoming the world's most trusted provider of mobile and IoT management solutions. The company's first product, SOTI Pocket Controller, became an international bestseller and later evolved into SOTI MobiControl, the company's flagship enterprise mobility management (EMM) solution. With the launch of the SOTI ONE Platform, an integrated suite of technology solutions designed to reduce the cost, complexity and downtime of business-critical mobility, SOTI is a worldwide leader in mobility and IoT management.

SOTI works with over 17,000 enterprise customers across the globe, with a robust portfolio of innovative solutions and services that demonstrate a deep understanding of the importance of managing and securing devices, apps, content and corporate data. SOTI provides the tools to enable, optimize and secure mobility investments, whether they are corporate-owned, purpose-built or employee-owned. SOTI's deep cross-platform solutions and world-class support allows enterprises to streamline and maximize their operations by realizing the full value of their mobility and IoT investments.

From a one-man start-up, to a strong global player employing more than 1,000 people across 11 offices worldwide, the privately held company headquartered in Mississauga, Canada, continues to expand into new markets. To strategically meet the needs of its many international customers, SOTI operates 11 regional offices globally including in Canada, UK, Ireland, Sweden, India, Australia and Japan, with plans for more as the company grows.

"With SOTI, the McDonald's 'Experience of the Future' program represents the biggest investment and operational change in its 41 year history in the UK."

- McDonald's

## LEADERSHIP



### CARL RODRIGUES - PRESIDENT, FOUNDER AND CEO

Carl Rodrigues was working as an IT consultant when he realized the potential of viewing and managing mobile device screens from a desktop display. This early innovation allowed him to start his own business, putting SOTI ahead in one of the largest growing markets – Enterprise Mobility Management (EMM). Building on this early lead, Carl's passion for innovation, and focus on high-quality products and solutions, has helped SOTI become one of the fastest growing, profitable and self-sustaining companies positioned for growth worldwide. Carl is leading the company on a continuous path for growth and expansion, and as a trailblazer in the industry, has become an industry thought leader speaking on the topics of mobility and innovation, IoT, mobile industry trends, cybersecurity and entrepreneurialism.

## SOTI SOLUTIONS

The choice of over 17,000 enterprise customers worldwide, across 176 countries, including some of the world's largest organizations in nearly every industry, including: American Airlines, Peninsula Hotels, McDonald's and many more leading global organizations.

Quality and innovation drive SOTI's commitment to remaining at the forefront of mobility and IoT management and security through researching and developing solutions that address some of the biggest challenges of the fast-paced mobility market. SOTI also understands that one size does not fit all, so its solutions go beyond to suit every need. With the launch of the SOTI ONE Platform, the company's technology now enables companies to deliver advanced capabilities that go above and beyond what's possible, with an integrated suite of mobile-first solutions. Every organization uses mobility in a unique way, so cookie-cutter solutions with basic capabilities simply don't make the grade. Offering deeper, more powerful mobility and IoT management and security allows organizations to truly optimize their investments.

“In-room control features are proving to be very popular with guests. They can even take the tablet with them to another location such as a theatre room to control systems in their hotel room. This has increased our guest’s hotel experience immensely.”

– Peninsula Hotels

SOTI is an industry leader, providing world-class customer support that stems from its long-standing expertise. Customers and analysts consistently praise SOTI for its comprehensive support and services that enable mobile strategies to meet and exceed expectations.

At SOTI, it’s about more than just the software; customers and partners turn to SOTI for mobility best practices and lean on SOTI’s team of mobility experts as their trusted advisors every step of the way. Because SOTI concentrates on listening to customers and takes a comprehensive approach to the evolution of EMM, the company delivers a new and diverse set of solutions that address a wide range of pain points customers are experiencing in areas that are critically important to their business. The company provides expertise on every level, and for every deployment, no matter how large, small, unique or straightforward the mobility needs of its customers.

“SOTI MobiControl has provided the ability for Silver Chain to effectively manage and support our mobility strategy. It enables our staff to build community capacity to optimize health and wellbeing, and manage technology provided to our Telehealth clients.”

– Silver Chain

## PARTNERS

SOTI has built an ecosystem of over 4,000 partners strong that bring business value and share in the drive for innovation. SOTI works closely with leading hardware and software companies to understand the mobility market, forge innovative roadmaps, and optimize the integration between products and solutions. Through SOTI’s award-winning Altitude Partner Program, SOTI and its channel partners build joint customer value across vertical markets and around the globe.

“SOTI’s advanced security and remote control helpdesk tools will enable us to put the latest mobile devices into our clients’ hands to enhance the onboard experience, and into our employees’ hands to support the smooth operation of our airline with complete confidence.”

– American Airlines







## AWARDS & RECOGNITION

SOTI has been recognized for its industry leadership with numerous prestigious global awards:

- PC Magazine **"Editors' Choice"** for MDM, 2019, 2018, 2017, 2016
- The Globe and Mail's, Report on Business Magazine ranking as one of **Canada's Top Growing Companies**, 2019
- TMCNet **IoT Evolution Product of the Year**, 2019
- Certified **Great Places to Work Canada**, 2019, 2018, 2017, 2016
- EY **Entrepreneur of the Year Award Winner**, Carl Rodrigues, 2018
- **Deloitte Technology Fast 500**, North America, 2018, 2017, 2016
- **"Top Player" EMM Market Quadrant**, The Radicati Group, 2018, 2017
- TMCNet **Tech Culture Award**, 2018, 2017, 2016
- **"Best Customer Value Leadership Award"** Frost & Sullivan, 2017
- **Innovator of the Year** - Carl Rodrigues, International Business Awards 2017
- **Technology Innovation Winner**, 2017 Ingenious Awards
- CRN Partner Program **5 Star Rating**, 2017, 2016

"SOTI MobiControl's logging and reporting capabilities are incredible. Device by device logging made our complicated operating system upgrade project easy and enabled a rapid rollout to all of our Android devices across the country."

- The Reject Shop

## BOILERPLATES

### SOTI ONE Platform

The SOTI ONE Platform is an integrated suite of solutions designed to reduce the cost, complexity and downtime related to business-critical mobility. Comprised of seven revolutionary products, the SOTI ONE Platform helps businesses remove functional silos, eliminate downtime, build apps faster, manage all mobile and IoT devices in one place and deliver actionable insights. When everything is connected, the SOTI ONE Platform makes mobile and IoT business operations simpler, smarter and more reliable.

### SOTI MobiControl

SOTI's flagship product, SOTI MobiControl, now features high-end scalability using SOTI's new XTreme technology, a new Android Scripting Engine that supports JavaScript, enabling administrators to script complex management actions that can execute autonomously. This version also features enhanced support for bulk device actions, locating groups of devices, and more granular permissions.

### SOTI Assist

SOTI Assist introduces new collaboration and diagnostic capabilities that improve first call resolution of mobile issues. The new diagnostic features added to SOTI Assist are specifically designed to dramatically reduce downtime for organizations that leverage mobile technology. The new annotation feature allows Help Desk agents and device users to collaborate by drawing on top of app screens. Remote sessions can be recorded with audio allowing for accurate documentation of issues, and device logs can automatically be pulled from remote mobile devices and attached to tickets.

### SOTI Snap

SOTI Snap adds support for Blockly (visual programming), enabling non-technical users to add logic to their apps, by simply dragging and dropping logic blocks onto a canvas. This new version introduces a new set of widgets, designed to that make it even easier to create powerful visually compelling apps in just minutes.

### SOTI Insight

SOTI Insight is a business intelligence solution that delivers out-of-the-box analytics on app, data, network and location usage and operations. SOTI Insight makes it easy for companies to gain insights into the performance of their mobility deployments.

### SOTI Connect

SOTI Connect is an IoT solution built for business that provides complete lifecycle management of IoT devices within an organization. Its highly flexible, data-driven architecture means that new IoT devices can be quickly supported and managed, reducing the time-to-market for IoT initiatives. This first release of SOTI Connect focuses on the management and support of specialized printers used for business-critical tasks.

### SOTI Identity

SOTI Identity enables simple and secure access to the SOTI ONE Platform suite of solutions. It provides centralized user authentication, single sign-on and role management, empowering organizations to create seamless, integrated mobility management workflows.



**SOTI** SOTI is a proven innovator and industry leader for simplifying business mobility and IoT solutions by making them smarter, faster and more reliable. SOTI helps businesses around the world take mobility to endless possibilities.

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