



*The world's greatest source of
untapped revenue is hidden within the
intelligent devices in use every day*

*What if your enterprise could tap
directly into the devices
that you build, service, or use?*



*Could you
lower costs?*

*Could you
add new sources
of revenue?*

*Could you build
customer loyalty?*

*Could you run
your enterprise
more efficiently?*



Transform Device Information into Business Intelligence

In an ever more competitive marketplace you need to do more than react. You must *anticipate* the needs of an increasingly demanding customer base. You must maximize the lifetime value of *every* customer.

Build loyalty while creating barriers to competition. Make it easier to continue doing business with you. Respond faster and better, but with fewer expensive resources.

With computer technology at the heart of almost every new product, machine, or system made today, continuing increases in performance at ever-lower prices are making even the simplest device intelligent and feature rich.

As devices get smarter, they contain valuable information about their operational status, condition, and use. The Internet now offers a global network that can be used to cost-effectively access the information within these intelligent devices from anywhere in the world.

- What if your enterprise could tap *directly* into the devices – equipment, machines, products, and systems – that you build, service, or use?
- What if you could stay connected to products *after* they leave your loading dock and throughout their entire life cycle?
- What if your company could remotely monitor, store, and manage device information – feeding it to the applications you use to run your enterprise to enable automated administration, e-service, e-commerce, and personalization?



*Device Relationship Management (DRM)
is a comprehensive, e-business solution
that anticipates and fulfills customer needs
through the management of information
contained within the devices
that companies build, service, and use.*



Tap the Value of Device Information with DRM

For more than 12 years eMation has been helping the world's most highly regarded companies transform device information into business intelligence. eMation's software solutions enable manufacturers, service providers, and corporate users to extract valuable information from intelligent devices.

eMation overcomes the technological barriers between real-world devices and your enterprise information systems with unique, patent-pending technology. Our solutions enable the seamless integration of information from the devices and systems you build, buy, and use with your minute-by-minute business practices. The result is faster reaction times, proactive customer relationships, and improved operational efficiency.

Today, eMation is pioneering a revolutionary new category of e-business enterprise software. Known as Device Relationship Management,™ or DRM, it enables the real-time exchange of information between remote devices and the people and systems that can profit from it.

eMation's DRM system comprises a distributed suite of products that run at the enterprise, gateway, and device, enabling remote service, commerce, monitoring, and administration. DRM lets you for the first time establish and manage full life cycle relationships with the products and systems deployed at your customer sites.



Solutions for the Real World

Regardless of your company size or industry, converting real-world product information into valuable intelligence is the key to making your business more productive and more profitable. For most machine and device manufacturers, their connection to the products they build ends at the loading dock. Once the customer takes delivery, information about the use, status, and needs of that device is only available indirectly from the people that use it. *You need a direct device connection throughout the life cycle of the product.*

eMation technology is designed for real-world environments. Based on open industry standards, our patent-pending communications technology lets remote devices send and receive information securely from our sophisticated enterprise server at your headquarters – even when devices are behind your customers' corporate firewalls and without special handling by their busy IT departments.

Whether you are:

- eServicing machine tools on a factory floor
- Enabling copier toner reordering via Automatic eCommerce™
- Linking industrial “islands of information”
- Remotely calibrating medical instruments in a hospital lab

eMation's Device Relationship Management solution supports the needs of your e-business information strategy. DRM provides compelling benefits with immediate payback.

*Low-cost
remote services*

*First-time-right
repair calls*

*Pay-for-use
billing models*

*Consumables
vendor-managed
inventory services*

*Real-world, use-based
product design*



Partner with the Pioneer

eMation invented Device Relationship Management, the first e-business solution for the pervasive computing era.

With the number of complex technical issues that must be addressed, attaining success means selecting a partner with the experience to help you accomplish your goals. With so much on the line, you want a company that has the vision, technology, and know-how to help you get the job done right. eMation is the strong global partner you need.

Every day, we help companies use the Internet to lower costs, find new sources of revenue, and improve operational efficiency.

Driven by customer needs and built on a culture of technological innovation, eMation has a track record for creating solid, value-producing e-business solutions. To assure rapid and successful adoption, we offer comprehensive implementation services, from initial planning and prototyping to deployment and ongoing support. A variety of marketing, technology, and solution partners help deliver total solutions to users in targeted industries.

eMation's corporate headquarters is located near Boston, MA, with its industrial division headquartered in France. eMation has sales offices in the US, Europe, Japan and a network of distributors worldwide. Privately held, eMation is funded by ongoing sales and a team of investors. For the latest information on eMation's groundbreaking DRM solutions visit our Web site at www.emation.com.





The benefits are real.

*Delay and your competition
will get there first.*

The time is now.



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