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## Cetaris Recognizes ServiceMaster for Excellence in Deployment

Cetaris is pleased to announce that ServiceMaster has completed the initial implementation phase of Cetaris' Web Fleet Assistant – an Enterprise Asset Management solution with a sharp focus on maintenance processes. ServiceMaster followed a carefully developed and disciplined implementation plan and was able to very successfully execute a rapid application deployment of Web Fleet Assistant across a large number of branch operations.

“Our business challenge was to implement Web Fleet Assistant in a decentralized environment for approximately 1,000 locations and 20,000 vehicles without materially impacting our people doing their regular work” said Mike St. Clair, Vice President Fleet Services for ServiceMaster. “In the first phase of the project rollout we implemented over 300 locations in three months. An independent survey of these end users measured ten aspects of the project implementation and returned over an 80% satisfaction rating – one of the highest project satisfaction scores achieved in our company. We are very pleased with these results”.

“One of the critical success factors for the project was the integration of the Cetaris Hosted Web Fleet Assistant into our supply chain” said Richard Clark, Project Director of Information Technology for ServiceMaster. “We integrated Web Fleet Assistant to our national suppliers that include leasing companies, fuel providers, maintenance, parts, and in some cases implemented real time payment settlement. Cetaris' System Integration Module (SIM) technology allowed us to deploy in a timely manner the proper system architecture, data validation processes, QA processes, and security processes appropriate for an enterprise wide mission critical application. The Cetaris hosted option provided a faster track to expand ideas into reality”.

“ServiceMaster and Cetaris followed a disciplined requirements phase over a period of four months to confirm the work flow, identify the key points of integration required, and to develop the detailed implementation and rollout plan,” said Ric Bedard, President and Founder of Cetaris. “This detailed planning allowed the ServiceMaster and Cetaris teams to achieve a high level of integration between Web Fleet Assistant and business systems external to ServiceMaster, reflecting ServiceMaster's business model where maintenance is performed by third parties.

“We followed a rigorous Supplier Evaluation and Business Case process for selecting the supplier for our maintenance software system” said Glenn Chambers, Chief Purchasing Officer for ServiceMaster. “Cetaris was cost competitive, has leading software technology with excellent client references, and most important they clearly demonstrated the desire to work with us as a team to adapt to some of our very specific business requirements.”

## About ServiceMaster

ServiceMaster Inc. of Downers Grove Illinois is the 7th largest private fleet in the United States and currently serves residential and commercial customers through a network of over 5,500 company-owned locations and franchised licenses. The Company's brands include TruGreen ChemLawn, TruGreen LandCare, Terminix, American Home Shield, InStar Services Group, ServiceMaster Clean, Merry Maids, Furniture Medic, and AmeriSpec. The core services of the Company include lawn care and landscape maintenance, termite and pest control, home warranties, disaster response and reconstruction, cleaning and disaster restoration, house cleaning, furniture repair, and home inspection.

## About Cetaris

Cetaris Software Inc. as a premier provider of enterprise asset management solutions helping organizations around the world reduce the cost and complexity associated with managing their fleet related assets. Their solution Fleet Assistant was built by fleet people for fleet people, whose evolution began on the shop floor with an understanding and emphasis on the needs of fleet owners, managers, service technicians and administrative personnel. Their solution continues to evolve addressing all the key requirements a business demands to optimize the performance and productivity of its fleet related assets. Consequently, today some of the world's largest; most sophisticated and efficient organizations depend on the Web Fleet Assistant to manage millions of their assets in more than 50 countries worldwide.

Headquartered in Toronto, Cetaris is more than just a software provider, combining exceptional human capital, with best of breed business processes and world class software tools to deliver a robust, turnkey solution.

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