

why destiny?

Digital pen technology makes data collection easy. It helps organisations with mobile workforces to transform their operational efficiency and productivity – bringing savings in time and cost, and improvements in business flow and energy efficiency.

- A familiar process using pen and paper – no significant change to working practices
- Easy to use – little or no training required
- Easy to integrate with your existing systems
- Quick and simple transmission via Bluetooth mobile phones
- Personal security – discreet and easily portable
- No keying in data or barriers to slow things down

**So now you've decided on digital pen technology...
Why should you choose Destiny rather than any other provider?**



Market leader

- Destiny is the leading global provider of digital pen and paper technology using Anoto Functionality™
- We're an Anoto global partner and country agent for UK, South Africa, Australia and NZ
- Destiny has supplied 80% of the digital pen user base in UK, 40% in Europe, and 17% globally – over 10,000 pens in total
- We're the recognised leading UK provider of data solutions for mobile workforces
- We're adding 25 new customers each month and over 40 new form applications

ISO accredited

- Destiny operates ISO 9001 quality processes and procedures
- We're the only dedicated digital pen and paper supplier to have been awarded ISO accreditation
- Our processes are regularly documented, monitored and audited by an independent accreditation body
- We're currently undertaking ISO 17799 security policy accreditation

Financially stable

- Destiny is a rapidly growing and successful company
- Since our inception in 2002, we've raised £5m of equity investment
- The latest issue of shares gives Destiny a current valuation of £10m
- Our trading position is profitable
- We have a number of high profile, high net worth investors
- This gives Destiny financial stability and resource which is unrivalled in our sector
- We have a solid financial base from which to continue our significant pace of expansion

Award-winning

- We regularly help our clients to win major national industry awards, including:
 - Leeds City Council - IT Excellence Award, 2005
 - Edmund Nuttall - Excellence in the use of ICT in Construction, 2007
 - Equita - Most innovative use of mobile technology, Microsoft People Moving Business award, 2007

And we win awards ourselves - Best mobile technology partner, Microsoft People Moving Business award, 2007

Experienced in many sectors

- We have over 300 customers using 500 installed and active applications
- Our wide-ranging market knowledge extends- from gas fitting, pest control, property, construction and debt management to many different public sector services
- We facilitate many processes including service, sales, maintenance, inspection and delivery





Expanding range of services

Our portfolio of services is growing all the time:

collect - rapid, efficient data collection with digital pens and smart phones

manage - secure, effective data handling and reporting

view - visibility of your mobile people and assets

guide - efficient job allocation and resource management

talk - the right communications package to meet your needs

Affordable pricing

- We offer capital-free pricing programmes - no upfront investment
- A simple licensing fee plus monthly cost based on transaction volume
- Bundles of transactions can be bought at lower cost

Investment

- Destiny has invested heavily in sales, customer service, delivery and support infrastructure
- We have a team of 20 people dedicated to the design, development, project management, training and support of our mobile technology solutions
- All our development and customer service resources are based in the UK

Expert team

Our management team has more than twenty years direct experience and in-depth understanding of the mobile and IT industry. Whether you require a simple note taking solution or a fully integrated solution our team are on hand to ensure a smooth implementation. In addition we have 14 National Key account managers to look after your ongoing needs.

Professional project management

- Business process analysis
- Digital form review, design and print
- Impartial advice and technical specification for mobile applications
- Technical assistance with back-end system integration
- Design and development of data conversion applications
- Forms management hosting
- Hosting of mapping and job allocation applications
- Any training necessary
- Everything to ensure smooth implementation and fully effective operation



Data security

- Rapid, accurate capture and verification
- Transmission encryption
- Intelligent routing
- Dual-site, mirrored servers in completely secure locations with guaranteed uptime
- Thirty days free back-up of all transacted forms

Destiny support centre

- First-line telephone helpdesk response
- Guaranteed response times
- Progress advice
- Additional support services on request

Expert partners

- Technology partners: Anoto, Vision Objects, SAP & Salesforce.com
- Digital pen partners: Logitech, Nokia & Hitachi Maxell.
- Mobile network partners: O2, T Mobile, Telstra, Orange, Vodafone, Vodacom
- A wide range of channel partners
- Print partners: Creative Print Group, Communis
- We have access to the best available digital technology in a rapidly moving world

One expert provider

- No need to worry about multiple suppliers, integration and varying service levels
- Best-in-class digital communications technology from one capable and proven source

