



Mobile Reach Technology Instrumental in AngelHack 2012 Competition

/EINPresswire.com/ UtiliMob team used the Mobile Reach Splitware AppStudio to create a quicker method for customers to report equipment malfunctions and request a service technician for assistance.

CARY, North Carolina – Mobile Reach, an [enterprise mobility](#) solutions and consulting company, was instrumental in developing the technology used in the AngelHack Boston competition. Using Splitware AppStudio, a team of hackers called the UtiliMob created an enterprise mobile app for field service that connects users to the ServiceNow IT Service Management Platform via near field communications (NFC) on Android smartphones and tablets.

The AngelHack Fall 2012 competition was held from Friday, November 9 through Sunday, December 2, 2012, in 11 cities throughout the U.S. It encouraged 2,500 software developers competing for prizes to use developer tools to create new products and companies.

As part of the competition, the ServiceNow mobile app was built in less than 24 hours and allows app users to request a service ticket for malfunctioning equipment. A registered service technician near the equipment location is then chosen by the app to quickly handle the equipment repair.

"The app is a great way for companies to improve customer service using available real-time data," said Brett Cornwright, Director of Marketing Communications at Mobile Reach.

The top 25 AngelHack teams will advance to a convention in Silicon Valley, where they will showcase their projects and meet with top technology companies. Approximately 30 percent of the teams will receive prizes, including funding for their startups.

About Mobile Reach: Mobile Reach (<http://mobilereach.com/>) is a mobility solutions company based in Cary, North Carolina. Founded in 2000, it specializes in [enterprise mobility strategy](#) and extending [enterprise mobile applications](#) to devices such as Smartphones, tablets, barcode scanners and radio frequency identification (RFID) readers. The company works within a variety of industries, including medical and financial corporations, retailers, government agencies and businesses large and small. Mobile Reach is a member of the Armed Forces Communications and Electronics Association International (AFCEA), Council for Entrepreneurial Development, International Association of IT Asset Managers (IAITAM) and the Project Management Institute.

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