

# Mobile Reach Enters MarketZone Partnership with BMC Software

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/EINPresswire.com/ Companies to co-sell mobile software solutions to enhance BMC IT asset management product offerings.

CARY, North Carolina – [Mobile Reach](#), a leading provider of enterprise mobility software solutions for IT Service Management and IT Asset Management, today announced an expansion of its partnership with BMC Software.

Mobility software solutions built on Mobile Reach's [Splitware Mobility Platform](#), an award-winning mobile enterprise application platform, will be sold through BMC's MarketZone program, which facilitates the development, marketing and distribution of third-party products that complement BMC solutions.

Mobile Reach software solutions provided through the BMC MarketZone program will include IT asset management mobile applications that connect to BMC Footprints Asset Core via mobile devices, including smartphones, barcode scanners and RFID.

Native mobile applications powered by Splitware integrate directly into various products in the BMC Remedy IT Service Management Suite, including the newly released Remedy ITSM 8.

Mobile Reach is also a member of BMC's Technology Alliance Program and has been providing mobile software solutions that connect to BMC Remedy IT Service Management and IT Asset Management applications for more than a decade.

"We are very happy to grow our relationship with BMC Software," said Nasrin Azari, President of Mobile Reach. "This partnership represents an integration of very strong and complementary software solutions products that will serve to elevate both companies and provide more mobile IT asset management options to our customers."

About Mobile Reach: Mobile Reach ([www.mobilereach.com](http://www.mobilereach.com)) has been providing [enterprise mobile](#) solutions for more than a decade to Fortune 500 companies and Federal agencies in a wide variety of vertical markets. The company, based in Cary, NC, USA, specializes in providing mobile apps to field workers performing IT Service Management and IT Asset Management tasks.

About BMC Software: Tens of thousands of IT organizations around the world – from small and mid-market businesses to the Global 100 – rely on BMC Software (<http://www.bmc.com>) to manage their business services and applications across distributed, mainframe, virtual and cloud environments. BMC helps customers cut costs, reduce risk and achieve business objectives with the broadest choice of IT management solutions, including industry-leading Business Service Management and Cloud Management offerings.

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