IRIS International Selects ThingWorx for Next-Generation Remote Service and Support of Medical Devices

The Associated Press

EXTON, Pa.--(BUSINESS WIRE)--Aug 16, 2012--ThingWorx ™ announced today that IRIS International, Inc. (NASDAQ: IRIS), a worldwide leader in automated urinalysis systems and consumables, is using the ThingWorx connected application platform to build its next-generation remote service management platform. The platform will enhance IRIS' innovative iCARE ™ (IRIS' Customer Appreciation and Relationship Experience) program with high-value remote service, monitoring, and automation.

Iris Diagnostics, a division of IRIS International, currently supports a large installed base of urinalysis instrumentation products at major medical institutions worldwide. Its existing service management processes present an opportunity for enhanced efficiencies by introducing automation and remote service and support. With ThingWorx, IRIS can quickly get to market and remotely manage its growing installed base to reduce service costs, improve service efficiencies, design remote support into its next generation of products, and improve response time to IRIS customers.

"Our service operations require a coordinated response and an emphasis on customer experience," said Dave Baker, VP Global Customer Service at IRIS International. "ThingWorx, with its rapid application development tools and core remote management capabilities, allows us to quickly bring to market a differentiated remote service application that enhances our innovative iCARE support program. With ThingWorx, we are able to cost-effectively build our remote offering as an integral piece of our service business. We are enthusiastic that this will translate to improved service efficiency, allowing us to further enhance our world-class support for our customers." "We are pleased to be selected by a world-class organization such as IRIS International for its next-generation remote services platform," said Russ Fadel, CEO of ThingWorx. "The rapid time to market provided by ThingWorx, combined with the platform's unique collaborative infrastructure and search-based intelligence, enables our customers to create a competitive advantage in their markets. IRIS' selection of ThingWorx further validates our position as the leader in next-generation connected application development." ThingWorx's AlwaysOn communications will allow IRIS to enable remote connectivity and monitoring for its iQ ® microscopy analyzer products as well as iRICELL ® workstations. This technology, combined with ThingWorx's next-generation service collaboration capabilities, allows IRIS to offer collaborative problem solving for its service team, expediting customer response time and improving first contact resolution. When using the ThingWorx SQUEAL™ capability, the IRIS service team will be able to perform predictive analysis on their remotely connected equipment, helping to improve time to repair and improving their overall service and support experience.

About IRIS International IRIS International, Inc. is a leading global in vitro diagnostics company focused on products that analyze particles and living cell forms and structures, or morphology of a variety of body fluids. The Company's products leverage its strengths in flow imaging technology, particle recognition and automation to bring efficiency to hospital and commercial laboratories. The initial applications for its technology have been in the urinalysis market and the Company is the leading worldwide provider of automated urine microscopy and chemistry systems, with over 3,700 automated urine microscopy systems shipped to more than 50 countries. The Company is expanding its core imaging and morphology expertise into related markets, including applications in hematology and body fluids. In addition, the Company's personalized medicine group develops and commercializes the Company's NADiA ultra-sensitive nucleic acid detection immunoassay platform, with applications in oncology and infectious disease. For more information, please visit www.proiris.com [1].

About ThingWorx ThingWorx™ provides the first software application platform designed for today's connected world. The ThingWorx platform combines the key functionality of Web 2.0, search, and social collaboration, and applies it to the world of "things," including connected products, machines, sensors, and industrial equipment. Businesses use the ThingWorx platform to rapidly deliver innovative applications and connected solutions across markets ranging from manufacturing, energy, and food, to M2M remote monitoring and service, as well as in emerging "Internet of Things" applications, including smart cities, smart grid, agriculture, and transportation. For more information, please visit our website at www.thingworx.com [2] and our blog at www.thingworx.com/blog [3] or follow us on Twitter at @ThingWorx.

CONTACT: MEDIA: Gregory FCA Matt McLoughlin, 610-228-2123 Matt@GregoryFCA.com [4] KEYWORD: UNITED STATES NORTH AMERICA PENNSYLVANIA INDUSTRY KEYWORD: TECHNOLOGY DATA MANAGEMENT SOFTWARE HEALTH BIOTECHNOLOGY HOSPITALS MEDICAL DEVICES ONCOLOGY PHARMACEUTICAL RADIOLOGY RESEARCH DIABETES SCIENCE MANAGED CARE SOURCE: ThingWorx Copyright Business Wire 2012 PUB: 08/16/2012 10:00 AM/DISC: 08/16/2012 10:00 AM
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