



Mobilize.Net CEO Tom Button joins Itineris Board

DEURLE, BELGIUM, 18 February 2015 – Mobilize.Net CEO Tom Button has joined the Itineris board of directors, bringing to the role a career history rich in technology and business strategy leadership.

Before taking the helm of Mobilize.Net, Button served as Corporate VP, Platform Technology & Strategy for Microsoft, capping a nearly 20 year career in product management and development there. In addition, he serves or has served in advisory roles for a number of specialized technology startups.

As a board member for Itineris, Button will focus on helping shape strategic direction as a technology company and long-term product evolution for Itineris' UMAX® CIS/ERP solutions for utilities.

Insights valuable to Itineris ... and our utility customers

As CEO of Mobilize.Net, Button leads a technology firm that for 20 years has helped companies move critical software out of legacy environments to .NET, to the Web, to mobile devices and now to the cloud. This experience gives Button valuable insights for Itineris' product and services evolution in a time when utilities are increasingly leaving server-client technology environments and considering cloud and mobile technologies.

While at Microsoft, Button played an integral leadership role in the development, product management and marketing of Windows XP and Windows Vista as Corporate VP, Windows Product Management. He also oversaw early development of the .NET framework and Visual Studio as Corporate VP, Developer Tools—giving him deeply valuable perspectives on the technologies many utilities rely on daily in their operations.

"There are few people with Tom's combined experience in product development, corporate strategy and the Microsoft ecosystem," said Itineris Founder and CEO Edgard Vermeersch. "His perspective, and technical expertise in particular, will be a great compliment to the strong business leadership we already have on the board and enrich Itineris for continued growth in the North American and European utilities markets."

Button's appointment and Itineris commitment to the North American utilities market

Button is also Itineris' first North American board member, and his appointment is the latest demonstration of the company's long-term commitment to the utilities industry on the continent. Itineris entered the North American market with the acquisition of veteran utilities-focused consulting firm Crimson Oak in 2012. Since then, other major milestones have included an \$11.4 million (USD) funding round focused on North American development and growth, a deeper collaboration with Microsoft's North American Dynamics teams, and a benchmark selection of Itineris' UMAX customer care and billing solution for utilities by the City of Baltimore Department of Public Works.

"What's so exciting about Itineris in North America," said Button, "is that they have the ambition, dedication and funds backed with the solidity, customer history and financial strength of the mature company in the EMEA utilities market. I have a passion for helping to grow technology companies that have the potential to revolutionize the space they are in. Itineris is already offering a compelling value proposition to a utilities market that is ready for new options and innovative players."

About Mobilize.Net

Mobilize.Net accelerates and simplifies the transformation of software applications to .NET, web, mobile, and cloud platforms. Millions of developers have used Mobilize.Net technology to successfully modernize billions of lines of code. Mobilize.Net solutions enable customers to reduce risk, cost, and time while moving applications to the platforms businesses demand today. Mobilize.Net migration technology is Microsoft's chosen solution for Visual Studio and MSDN customers. The privately-held Mobilize.Net is based in Bellevue, WA, and is led by former Microsoft Corporate Vice President, Tom Button. For more information, please go to www.mobilize.net.



itineris
excellence in utilities

About Itineris

Itineris is a global technology company focused on delivering IT solutions and services that drive greater operational value and strengthen customer care capabilities for utility organizations.

A Microsoft Gold Partner, Itineris is the developer of UMAX®, customer information system (CIS) and ERP solutions fully integrated with and leveraging the power of Microsoft's Dynamics AX platform. UMAX customers include some of the world's largest utilities from each sector: E.ON, GDF SUEZ, De Watergroep, EDF, Eneco, Delta, City of Baltimore and more.

With offices in North America and Europe, Itineris is comprised of more than 250 utility and IT professionals and was named by Ernst & Young as "Most Promising Company" in 2012 for outstanding growth in the last decade and projections for future growth.

For more information

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