

# PRESS KIT



SOTI is a proven innovator and industry leader for simplifying business mobility solutions by making them smarter, faster and more reliable. With SOTI's innovative portfolio of solutions, organizations can trust SOTI to elevate and streamline their mobile operations, maximize their ROI and reduce device downtime. Globally, with over 17,000 customers, SOTI has proven itself to be the go-to mobile platform provider to manage, secure and support business-critical devices. With SOTI's world-class support, enterprises can take mobility to endless possibilities.

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## FAST FACTS

- **25+ years** managing mobility
- **17,000+** customers across 180+ countries with over 22 million mobile devices under management
- A Canadian and privately-owned company with over **2,200 employees**, operating across 46 countries worldwide
- **9 Regional Offices:** Mississauga, Ontario (Global headquarters), Birmingham, UK (EMEA headquarters), Galway, Ireland, Gothenburg, Sweden, Gurugram, India, Kochi, India, Melbourne, Australia (APAC headquarters), Tokyo, Japan and Dubai, UAE (MENA headquarters)
- SOTI's partner ecosystem is expanding with over **6,500 channel partners**, including resellers, distributors and over 200 OEM partners

“Mobility has evolved from a ‘nice to have’ to being fundamental to the success of business operations and critical systems that run today’s enterprises, which we refer to as ‘business-critical’. At SOTI, we pride ourselves on being trusted and reliable advisors to our customers and partners. As technology evolves, we continue to innovate and develop real solutions for the biggest mobility and IoT challenges faced by the modern enterprise.”

- Carl Rodrigues, President & CEO of SOTI

## ABOUT SOTI

Founded in 1995 and born from the visionary concepts of President and CEO Carl Rodrigues, SOTI pioneered the mobility management industry long before smartphones became prevalent, becoming the world's most trusted provider of mobile management solutions. The company's first product, SOTI Pocket Controller, became an international bestseller and later evolved into SOTI MobiControl, the company's flagship Enterprise Mobility Management (EMM) solution. With the launch of the SOTI ONE Platform, an integrated suite of technology solutions designed to reduce the cost, complexity and downtime of business-critical mobility, SOTI is a worldwide leader in mobile management.

SOTI works with over 17,000 enterprise customers across the globe, with a robust portfolio of innovative solutions and services that demonstrate a deep understanding of the importance of managing and securing devices, apps, content and corporate data. SOTI provides the tools to enable, optimize and secure mobile investments, whether they are corporate-owned, purpose-built or employee-owned. SOTI's deep crossplatform solutions and world-class support allows enterprises to streamline and maximize their operations by realizing the full value of their mobile investments.

From a one man start-up, to a strong global player employing more than 2,200 people across nine offices worldwide, the privately held company headquartered in Mississauga, Canada, continues to expand into new markets. To strategically meet the needs of its many international customers, SOTI operates nine regional offices globally including in Canada, UK, Ireland, Sweden, India, Australia and Japan, with plans for more as the company grows.

**"With SOTI, the McDonald's 'Experience of the Future' program represents the biggest investment and operational change in its 41-year history in the UK."**

**- McDonald's**

## LEADERSHIP

CARL RODRIGUES – PRESIDENT AND CEO



Carl Rodrigues was working as an IT consultant when he realized the potential of viewing and managing mobile device screens from a desktop display. This early innovation allowed him to start his own business, putting SOTI ahead in one of the largest growing markets – Enterprise Mobility Management (EMM). Building on this early lead, Carl's passion for innovation, and focus on high quality products and solutions, has helped SOTI become one of the fastest growing, profitable and self-sustaining companies positioned for growth worldwide. Carl is leading the company on a continuous path for growth and expansion, and as a trailblazer in the industry, has become an industry thought-leader speaking on the topics of mobility and innovation, mobile industry trends, cybersecurity and entrepreneurialism.

## SOTI SOLUTIONS

The choice of over 17,000 enterprise customers worldwide, across 180+ countries, including some of the world's largest organizations in nearly every industry, including: American Airlines, Peninsula Hotels, McDonald's, Trek Bicycle Corporation and many more leading global organizations.

Quality and innovation drive SOTI's commitment to remaining at the forefront of mobile management and security through researching and developing solutions that address some of the biggest challenges of the fast-paced mobility market. SOTI also understands that one size does not fit all, so its solutions go beyond to suit every need. With the launch of the SOTI ONE Platform, the company's technology now enables companies to deliver advanced capabilities that go above and beyond what's possible, with an integrated suite of mobile-first solutions. Every organization uses mobility in a unique way, so cookie-cutter solutions with basic capabilities simply don't make the grade. Offering deeper, more powerful mobile management and security allows organizations to truly optimize their investments.

“SOTI MobiControl is so powerful and easy-to-use that it allows a single IT person to manage over 100,000 Android devices located around the world. With SOTI, we saw significant time and cost savings. Most importantly, our customer support improved as partner restaurants experienced fewer problems with their order processing and in-store devices.”

- Delivery Hero

SOTI is an industry leader, providing world-class customer support that stems from its long-standing expertise. Customers and analysts consistently praise SOTI for its comprehensive support and services that enable mobile strategies to meet and exceed expectations.

At SOTI, it's about more than just the software; customers and partners turn to SOTI for mobility best practices and lean on SOTI's team of mobility experts as their trusted advisors every step of the way. Because SOTI concentrates on listening to customers and takes a comprehensive approach to the evolution of EMM, the company delivers a new and diverse set of solutions that address a wide range of pain points customers are experiencing in areas that are critically important to their business. The company provides expertise on every level, and for every deployment, no matter how large, small, unique or straightforward the mobility needs of its customers.

“We require rugged Android devices that are functional, reliable and competitively priced. But it is not just the device, it's the service and maintenance that comes with it that is critical to the running of our operations. In addition, because we develop our own desktop and mobile applications, ongoing support for future versions of Android is incredibly important to us to ensure we can continue to take advantage of future innovations.”

- Innserve

## PARTNERS

SOTI has built an ecosystem of over 6,500 partners that bring business value and share in the drive for innovation. SOTI works closely with leading hardware and software companies to understand the mobility market, forge innovative roadmaps, and optimize the integration between products and solutions. Through SOTI's award-winning SOTI Altitude Partner Program, SOTI and its channel partners build joint customer value across vertical markets and around the globe.

“We created our new applications with SOTI Snap very quickly and tailored them completely to our needs. Shortly after the introduction we could already see massive operational and commercial advantages for us. With these apps, we not only save our company time and money, but also make the work of our drivers much easier. The benefits are enormous.”

- APM



## AWARDS & RECOGNITION

SOTI has been recognized for its industry leadership with numerous prestigious global awards:

- Brandon Hall Group **Best Advance in Technology Innovation for the Remote Workforce** for SOTI MobiControl XS, 2025
- Business Intelligence Group Awards **Product of the Year** for SOTI MobiControl XS, 2025
- TiE Toronto Spirit Awards **Trailblazer of the Year Award**, Carl Rodrigues, 2025
- TMC **Cloud Computing Security Excellence Award** for SOTI MobiControl XS, 2025
- IoT Evolution **Product of the Year Award** for SOTI MobiControl XS, 2025
- Globee Awards **Enterprise Artificial Intelligence Solutions** for SOTI Snap, 2025
- TopTech Awards **Organizational Strategy** for Picnic, 2025, 2024
- RetailTech Breakthrough Awards **Inventory and Warehouse Technology** for the SOTI ONE Platform, 2025
- IoT Evolution **IoT Excellence Award** for the SOTI ONE Platform, 2025
- Best in Biz Awards **Most Innovative Product of the Year – Enterprise** for the SOTI ONE Platform, 2025, 2021
- Business Intelligence Group Awards **Case Study of the Year** for Recamier, 2024
- TITAN Business Awards **Most Innovative Company of the Year**, 2024
- Global Tech Awards **RemoteTech** for Memphis Fire Department, 2024
- IoT Evolution **Product of the Year Award** for SOTI MobiControl, 2024
- Globee Awards **IT Solutions for Retail** for SOTI MobiControl XS, 2024
- TITAN Business Awards **Technology Executive of the Year**, Carl Rodrigues, 2024
- Business Intelligence Group Awards **Transformation of the Year** for Trek Bicycle Corporation, 2024
- Business Intelligence Group Awards **Case Study of the Year** for Trek Bicycle Corporation, 2023
- Mobility for Business **Best Business Performance Solution** for SOTI XTreme, 2023
- Business Intelligence Group Awards **Managed Service Provider** for the SOTI ONE Platform, 2023
- Convrt Awards **Automation Solutions** for SOTI Snap, 2023
- Convrt Awards **Logistics & Supply Chain Solutions** for SOTI MobiControl, 2023
- Globee Awards **Information Technology World Awards** for the SOTI ONE Platform, 2023, 2022
- PC Magazine **“Editors’ Choice”** for Best Mobile Device Management (MDM) Solution, 2022, 2019, 2018, 2017, 2016
- TMC **Cloud Computing Security Excellence Award** for SOTI Connect, 2022
- European IT & Software Excellence Awards **Software Innovation of the Year**, 2021
- Supply & Demand Chain Executive **Top Supply Chain Projects Award**, 2021
- IT Europa 2021 **Software Innovation Solution**, 2021
- IoT Evolution World **IoT Evolution Product of the Year Award** for SOTI Connect, 2020
- SaaS Awards **Best SaaS for Web or App Development** for SOTI Snap, 2020
- IoT Breakthrough Awards **Enterprise IoT Management Innovation Award** for the SOTI ONE Platform, 2020
- IoT Evolution **IoT Excellence Award** for SOTI Connect, 2020
- IoT Evolution **IoT Platforms Leadership Award** for SOTI Connect, 2020
- The Globe and Mail Report on Business Magazine ranking as one of **Canada’s Top Growing Companies**, 2019
- TMC **IoT Evolution Product of the Year Award** for the SOTI ONE Platform, 2019
- Certified **Great Places to Work Canada**, 2019, 2018, 2017, 2016
- Ernst & Young **Entrepreneur of the Year Award Winner**, Carl Rodrigues, 2018
- **Deloitte Technology Fast 500**, North America, 2018, 2017, 2016

“Since using SOTI MobiControl, we’ve benefited from rapid improvements in our device configuration times, as well as a sharp decrease in technical support requests within our business. These improvements have allowed our IT team to focus on our business needs, rather than troubleshooting mobile device problems. Downtime issues can now be quickly resolved, and we can deploy apps to the field seamlessly. SOTI has helped drive our business forward, and we continue to see massive cost and time savings.”

- Eczacıbaşı

# BOILERPLATES

## SOTI ONE Platform

The SOTI ONE Platform is an innovative, integrated management solution that maximizes the ROI of your business-critical mobile devices and printers. Powered by actionable intelligence to help you make smarter, data-driven decisions, it reduces the cost, complexity and downtime of your mobile operations. Workers are more efficient because devices are more reliable and packed with the tools, data and apps needed to get the job done - fast. Manage your essential mobile devices and printers for total control while increasing the effectiveness of your mobile operations with the SOTI ONE Platform.

## SOTI MobiControl

SOTI MobiControl makes Enterprise Mobility Management (EMM) easier than ever before. It empowers companies to securely manage any device or endpoint with any form factor and any operating system throughout their entire lifecycle; from deployment to retirement. It controls all aspects of business mobility, from tracking physical assets to managing apps and content, all while keeping devices and data, safe and secure.

## SOTI XSight

SOTI XSight is a diagnostic intelligence and support solution that provides organizations with the tools needed to proactively fix mobile device problems faster. SOTI XSight provides real-time visualization of analytics-based insights to help make smarter, data-driven decisions.

## SOTI Snap

SOTI Snap is a cross-platform solution that enables organizations to rapidly build mobile apps to replace paper-based processes by using the data-capturing capabilities of mobile devices. With SOTI Snap, you can easily digitize data collection and approval processes to make them fast and efficient, allowing your business to save money and optimizing your mobile device investment.

## SOTI Connect

SOTI Connect provides complete lifecycle management for industrial and mobile printers which are relied upon for business-critical processes such as shipping labels, barcode identifications, transaction receipts and more. Organizations can get unparalleled capabilities and efficiency by centrally managing their mixed printer vendor environment through a customizable single pane of glass.

## SOTI Identity

SOTI Identity enables simple and secure access to the SOTI ONE Platform suite of solutions. It provides centralized user authentication, single sign-on and role management, empowering organizations to create seamless, integrated mobility management workflows.

## SOTI Pulse

SOTI Pulse is an online community for SOTI customers and partners and makes it easy for customers to communicate and collaborate with product experts and other solutions providers.



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