

TOA Technologies and DISH Complete Largest Deployment of a Cloud-Based Mobile Workforce Management Solution

TOA Saves DISH's Customers Time and Improves In-Home Service Experience with More Efficient Routing, Dispatch and Greater Customer Communication

Thanks to an extraordinarily well-executed partnership, the largest rollout of a complete cloud-based [mobile workforce management solution](#) was accomplished in record time. DISH Network L.L.C., the third largest pay TV operator, and TOA Technologies, the only on-demand provider of enterprise-class mobile workforce management and customer experience management software solutions, announced today the successful deployment of TOA's award-winning platform, ETAdirect, to DISH's nationwide fleet of thousands of field technicians in less than four months from go-live.

DISH rolled out a single, central cloud-based platform to allow the company to consolidate its technical field service operations and align all field service activities in one efficient system, providing a single view of the field. Today, a wide range of DISH employees and third-party users, including field technicians, dispatchers, service representatives and managers, use ETAdirect to manage customer appointments from precise appointment booking to completion of enhanced service delivery.

"DISH Network is focused on continuously improving the customer experience and providing best-in-class service," said Erik Carlson, executive vice president of DISH Network Service at DISH. "TOA's ETAdirect enables us to predictably and instantly manage our large fleet of field technicians to accurately alert customers of arrival times and to limit the length of their in-home appointment. Through our partnership with [TOA Technologies](#), we're bridging the gap between field service and customer service."

Powered by patented, time-based predictive analytics technology and the world's fastest routing and scheduling optimization engine, ETAdirect can accurately route more than 10,000 jobs in four minutes. With natively integrated [capacity management software](#) and proactive customer communications, ETAdirect now serves as the central appointment management engine for DISH.

With this rollout, DISH has completed the largest ever deployment of tablet-based mobility to a field workforce. TOA's HTML5-based ETAdirect Mobility App is device, carrier and operator agnostic, allowing it to easily power the latest generation of iPads, tablets, smartphones and other devices used by mobile workers. This unique feature of TOA's [field service solution](#) benefits DISH because it prevents its mobile equipment purchases from being restricted to a single device-type or carrier.

DISH customers benefit because ETAdirect predicts when an in-home appointment will happen within a significantly reduced wait window and then communicates estimated arrival times to customers by a convenient choice of text, phone or email. These industry-leading features can help companies like DISH improve operational efficiencies and reduce costs associated with managing a large world-class field service delivery organization.

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"We're thrilled to welcome DISH to the large community of partner enterprises benefiting from ETAdirect," said Yuval Brisker, co-founder and CEO of TOA Technologies. "From satellite, cable and telecommunications to insurance, home services and retail, many of our clients see customer satisfaction scores soar to as high as 98 percent. With the unprecedented size and speed of their implementation and embrace of the cloud, the DISH team exemplifies an impressive commitment to using state-of-the-art

technology to transform the service and appointment experience for its millions of customers."

For more information on how [DISH is successfully partnering with TOA Technologies](#), visit the [TOA Technologies blog](#).

About DISH Network

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 13.967 million satellite TV customers, as of Dec. 31, 2011, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

About TOA Technologies

TOA Technologies is the leading provider of cloud-based mobile workforce management applications for large and medium-sized enterprises. ETAdirect, TOA's patented platform, improves customer service while dramatically reducing operational costs and delivering immediate return on investment. As the industry's only complete on-demand solution using predictive, time-based analytics, ETAdirect reduces customer wait times while increasing field workforce efficiency. TOA's system deploys quickly, is highly configurable and is easily integrated with existing CRM solutions.

ETAdirect currently manages more than 60 million appointments annually for many global brands in the satellite/cable/broadband, telecom, insurance, home services and retail industries. Named Best of Breed and Visionary solution in the Gartner Magic Quadrant for Field Service Management, 2011, TOA Technologies is headquartered in the United States and has offices in Europe and Latin America. For additional information, please visit <http://www.toatech.com>.

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