



## Industry News NEWSWIRE:

---

### ■ Industry News

# Parsec Steps Up Momentum as the Leader in RPM and EMI with Next Release of TrakSYS 5.0

04/24/2007

BREA, California – 24 April 2007 – Parsec Automation Corp. (Parsec), the leading provider of real-time performance management (RPM) and enterprise manufacturing intelligence (EMI), today distanced itself further from its RPM and EMI competitors with the introduction of powerful new capabilities in Parsec TrakSYS™ 5.0. With both new and enhanced functionality in modeling and configuration, multi-mode real-time data collection and post-production edits, advanced analytics, messaging and notifications, and the foundation for enterprise (multi-site) intelligence reporting and benchmarking, TrakSYS™ 5.0, gives organizations more intuitive tools to significantly improve the performance of their manufacturing operations.

The new TrakSYS™ real-time performance management solution offers manufacturers powerful benefits:

\* Users can meet challenges based on event occurrences, value changes and key performance indicators with messaging and notification sent to subscribers via email or SMS (text message) formats to PCs, PDAs, pagers and mobile phones, thus leveraging the power to quickly respond and improve productivity.

\* Users can increase their efficiency through organized and computer-assisted manual data collection from assets and operations -- where automated acquisition is not possible or cost prohibited -- by a set of dynamic, user-configurable forms. This data is then stored, analyzed and visualized in the same manner as the automatically collected data.

\* Users now can easily model custom attributes and analytics specific to their resources, assets and workflow to make the process of performance management tailored to their own operations. This will

significantly increases the effectiveness of their organized continuous improvement and operational excellence programs.

\* Users can now interact even more effectively with shop-floor information to make decisions that will improve performance in real time. The shop-floor operators and associates play a critical role in successful continuous improvement initiatives. TrakSYS™ 5.0 provides them with more relevant, focused and actionable intelligence to help them better fulfill this critical role.

The new release provides strong support for Microsoft Vista and reflects Parsec's continued commitment to extend TrakSYS™ functionality into areas where enterprises need it most. First launched seven years ago, TrakSYS™ was the industry's first real-time performance management off-the-shelf software application.

Gaining Control of Applications, Assets and Productivity

Plans TrakSYS™ 5.0 incorporates new capabilities that further elevate Parsec customers' ability to collect data, analyze events critical to productivity enhancements, determine root causes for bottlenecks, improve quality yield, reduce cycle time, lower cost of production, streamline raw materials inventory, facilitate planning and scheduling, increase effective asset utilization, and help lower capital expenditure for new assets.

ALERTTrak™, a new TrakSYS™ module within Release 5.0's modular, service-oriented framework, provides one of the industry's most flexible solutions for messaging and notification services to help proactively and effectively manage events that could lead to significant production losses in real time.

With the introduction of SCRIBETrak™, TrakSYS™'s new web-based manual data management service, it is now possible to systematically collect pertinent data from all sources and areas of any manufacturing operation [regardless of infrastructure]. The user is no longer limited to data collection from automated data sources. With the addition of SCRIBETrak™, the TrakSYS™ suite will make it possible to manage data sources automatically, semi-automatically, interactively and manually.

Improving Enterprise Performance

With TrakSYS™ Release 5.0, Parsec is also augmenting its existing data management services with functionality for enterprise performance data management and analysis. TrakSYS™ 5.0 includes the necessary services for providing site-specific data to Parsec's soon-to-be released GLOBALTrak™ enterprise performance management application. GLOBALTrak™ makes it possible to aggregate data from various sites

across the enterprise for comparative analysis, benchmarking, reporting and collaboration.

TrakSYS™ 5.0 is a powerful performance management platform with a series of standard and optional services to offer the necessary flexibility and scalability to meet the diverse requirements of manufacturers in various industries. To further emphasize the flexibility and extensibility of the TrakSYS™ platform, its open architecture makes it possible to deploy it without the need for infrastructure modifications, and impressively, it can work with most manufacturing applications (e.g., MES, ERP, APS, SCADA, etc.).

"Better utilization of data across the organization continues to be a top priority for companies across manufacturing industries. As such, business intelligence, performance management, and analytics should be top of mind topics," said Jane Barret, Research Director, AMR Research in an April 2007 report. According to AMR Research, business intelligence/performance management spending will increase 3.6% in 2007, with total budgets across North America expected to hit \$23.8B and software purchases will expand by more than 8%.

"Your reports are only as good as the timely, accurate and actionable intelligence contained in them," said Eddy Azad, President and CEO, Parsec. "TrakSYS™ 5.0 is all about timely, accurate and actionable intelligence to help our customers to improve their operational efficiencies without production disruption or the need for costly infrastructure changes. For us, Release 5.0 isn't simply about new features and function. We have endeavored to make TrakSYS™ the tool that is simple to use, and when used it will deliver quick and measurable results."

#### Building on Parsec's Vision for Standardization

TrakSYS Release 5.0 builds on Parsec's vision for manufacturing intelligence standardization with new capabilities that support characteristics crucial to an efficient enterprise: pervasive information delivery, and open integration with existing platforms.

TrakSYS Release 5.0 is available now. For pricing and other information visit [www.parsec-corp.com](http://www.parsec-corp.com).