



NEWS RELEASE

CalAmp Announces Agreement with MapAnything to Deliver Integrated Real-Time Location Data for Field Teams Using Salesforce

9/8/2016

CalAmp Telematics Cloud Integration with MapAnything Live for Salesforce Delivers Real-Time AVL Data to Improve Field Efficiencies and Decision-Making

IRVINE, Calif. , Sept. 8, 2016 /PRNewswire/ -- CalAmp (NASDAQ: CAMP), a leading provider of wireless products, services and solutions, today announced a partner agreement with **MapAnything, Inc.** , a mapping, geo-analytics and location intelligence solution provider for users of Salesforce. As a result, **CalAmp's Telematics Cloud** service will be integrated with MapAnything Live, a new solution that enables Internet of Things (IoT) workflow inside Salesforce.

MapAnything Live is an add-on to MapAnything, which gives Salesforce users an interactive "Map-Centric" experience. It provides unprecedented business process automation using real-time automatic vehicle location (AVL) data provided by the CalAmp Telematics Cloud in combination with Salesforce records and business rules.

With access to AVL data such as live GPS positioning displayed on the map alongside a company's Salesforce data, users can streamline operations, boost field productivity, reduce costs and improve efficiency.

The CalAmp Telematics Cloud enables MapAnything to quickly and seamlessly leverage location data to enable a new class of telematics-based enterprise solutions. The CalAmp Telematics Cloud simplifies connectivity between all components of the telematics infrastructure into commonly used Application Programming Interfaces (APIs) accessible through the MapAnything Live application. This streamlined bundled solution allows real-time vehicle telematics and live GPS positioning data to flow consistently from a variety of telematics devices. MapAnything will deploy a combination of CalAmp's **LMU and TTU** telematics devices.

" CalAmp devices were the right fit for MapAnything Live and the ease of integration using the APIs sold us on the CalAmp Telematics Cloud platform," said John Stewart, Chief Executive Officer for MapAnything. "MapAnything Live now fully integrates vehicle telematics with Salesforce to bring automatic vehicle location data into the business stack where it can be used to drive revenue across the board."

"The CalAmp Telematics Cloud simplifies all the moving pieces between assets and enterprise applications in a complete end-to-end telematics infrastructure," said Mike Zachan, Senior Vice President and General Manager of CalAmp's Wireless Networks business. "By leveraging our device-to-cloud connectivity expertise and comprehensive APIs, MapAnything can quickly deploy vehicle telematics services and focus on enhancing their application to meet the demands of field sales and service professionals using Salesforce."

About CalAmp

CalAmp (NASDAQ: CAMP) is a pure-play pioneer in the connected vehicle and broader Industrial Internet of Things marketplace. The Company's extensive portfolio of intelligent communications devices, robust and scalable telematics cloud services, and targeted software applications streamline otherwise complex Machine-to-Machine (M2M) deployments. These solutions enable customers to optimize their operations by collecting, monitoring and efficiently reporting business-critical data and desired intelligence from high-value mobile and remote assets. CalAmp is headquartered in Irvine, California and has been publicly traded since 1983. For more information, please visit www.calamp.com.

About MapAnything, Inc.

Founded in 2009, MapAnything, Inc. is a Gold Salesforce ISV Partner. The company has been included on the Inc. 500 – the annual list of the fastest growing private companies. With more than 1,000 customers globally, ranging in all sizes and industries from small businesses to international enterprises, the company offers its mapping and geo-analytics solution to Salesforce users through the Salesforce AppExchange. It has been named a Customer's Choice – Highly Reviewed App by Salesforce users. To learn more, visit www.mapanything.com.

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