



FOR IMMEDIATE RELEASE

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Pointserve

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## **Pointserve's Optimization Technology Driving Unparalleled Value at HomeTeam Pest Defense**

*Route Management Based on High Tech Methods Yields Impressive Results*

Austin, TX - October 16, 2007 - Pointserve, the leader in Economic Resource Optimization (ERO), today announced that HomeTeam Pest Defense has successfully completed the first phase deployment of the Pointserve Economic Resource Optimization software. The Optimization solution applies advanced model-based artificial intelligence to evaluate the economic impact of each action the business may take, with the results being genuinely maximized business performance.

"HomeTeam has been an excellent partner to work with. Their business is steered with the credo of using the best tools available in order to accomplish outstanding results." said Ed Powell, President and CEO of Pointserve. "The growth of their business over the past ten years has caught the market's attention. Pointserve is extremely pleased to have been chosen to help take this progressive company to the next levels of success."

"What we found in Pointserve's software was a user-friendly yet exceptionally advanced tool to allow us to increase route efficiency and reduce operating expenses," said Shyamal Parikh, CFO of HomeTeam. Pointserve helps us to accomplish our goals."

### **About Pointserve**

Pointserve supplies a full range of optimization web-services and applications that enable clients to predict service demand, then plan, schedule, and operate in a way that maximizes value across their extended enterprise. Pointserve's Economic Resource Optimization (ERO) suite has been designed specifically to deal with the complex reality of distributed service

operations. ERO modules synchronize intelligent decision making across all service related functions, from territory planning and resource planning, through customer appointment setting and technician scheduling, to real-time dispatching.

Pointserve solutions typically deliver operational efficiency gains of 15 to 25 percent and reduce mileage by 30 to 50 percent (recent analysis documents an average savings of 720 miles and 32 hours per technician per month), giving its clients, partners and their customers the opportunity to deliver high-value services that improve customer retention and provide immediate tangible cost savings. For more information, visit our Website at <http://www.pointserve.com>.

#### **About HomeTeam Pest Defense**

HomeTeam Pest Defense, a nationally recognized leader in the pest management industry, is the third largest residential pest control company in the United States and the number one pest management company servicing home builders. The company offers pest control and termite treatment services through traditional methods and advanced products, such as its innovative Taexx<sup>®</sup> built-in pest control system. The company has over 50 branch locations, mostly in the Southern portion of the U.S.

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