



## Press Release

### Contact

Tara Dugan  
Corporate PR Manager  
970-389-4248  
tara@transpara.com

Transpara Corporation  
865 Piemonte Drive,  
Suite 100  
Pleasanton, CA 94566  
Phone 925-218-6983

[www.transpara.com](http://www.transpara.com)

## TRANSPARA APPOINTS MARK MORSE AS VICE PRESIDENT OF SALES, INDUSTRIAL DIVISION

*Industry Veteran from Invensys, Emerson and Wonderware to Expand  
Transpara Distribution Channel for  
Visual KPI Mobile Business Intelligence Software*

**Pleasanton, Calif. – May 19, 2010** –[Transpara Corporation](#), a leading provider of mobile business intelligence (BI) software, today announced the appointment of Mark Morse as Vice President of Sales, Industrial Division. In this role, Morse will be responsible for expanding the Visual KPI distribution channel beyond the North American market and developing strategic industry partnerships. The only solution custom-built for delivering data to users on any mobile device or PC without any additional programming, Visual KPI helps companies to improve performance, reduce operating costs and lower business risk.

With more than 20 years of sales management experience in the high technology marketplace, Morse has a proven track record of leading teams in selling operations management, visualization and information software solutions. He will play a significant role in extending Transpara's presence in manufacturing, as well as the power, water, transportation and facilities management industries.

"Not only is Visual KPI a powerful operational BI tool on its own, but it also provides significant value as a complement to traditional BI and Enterprise Manufacturing Intelligence (EMI) solutions," said Morse. "With personalized KPIs, scorecards, trends and alerts designed to be displayed on mobile devices, Visual KPI enables customers to become their own solution providers by leveraging a simple 'zero code' deployment environment. In my new role, I look forward to continuing to build the impressive list of happy customers who have benefited from the Transpara solution."

Prior to Transpara, Morse was Vice President of Global Sales for the [Wonderware](#) Division of Invensys PLC, a \$4 billion FTSE 100 global technology group, where he delivered double digit revenue growth in 24 out of 28 quarters, with yearly growth as high as 20%. He was previously vice president of North American Sales in the Wonderware Division of Invensys, and Director of North American Sales for the Intellution Division of [Emerson](#), a \$20 billion global manufacturing and technology company.

### **About Transpara Corporation**

Transpara delivers Visual KPI, mobile dashboard software that provides thousands of users in the process and utility industries with role-based, actionable KPIs, trends and alerts on any web browser. Visual KPI presents operating information from multiple data sources in context and in real-time, enabling timely, informed decision making from any location. By helping customers to monitor their asset base, Visual KPI improves performance, reduces operating costs and lowers business risk. Visit [www.transpara.com](http://www.transpara.com) for more information.

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