



RIGHT HEMISPHERE INC.

3130 CROW CANYON PLACE, SUITE 210

SAN RAMON, CA 94583, USA

PH: +1 925 355 9300

FAX: +1 925 355 9301

WWW.RIGHTHEMISPHERE.COM

**FOR IMMEDIATE RELEASE**

## **Right Hemisphere and Desys Partner to Bring Visual Enterprise Solutions to Italian Manufacturers**

*Desys Joins Right Hemisphere's Visual Alliance Program*

**San Ramon, CA, USA and Viareggio, ITALY — December 9, 2009** — Right Hemisphere®, the standard for Visual Enterprise solutions, today announced a partnership with Desys srl, a Siemens PLM reseller and IT product and services provider. As a new Right Hemisphere Visual Alliance Partner, Desys will introduce Right Hemisphere's advanced Visual Enterprise solutions to customers and prospects in Italy where the company is headquartered. Together the companies will present the software suite's capabilities to manufacturers that could benefit from Right Hemisphere's solutions. In addition to co-selling Right Hemisphere's enterprise solutions, Desys will be authorized to market, sell and support Right Hemisphere's Deep Exploration™ client software in Italy.

"With Right Hemisphere's client and enterprise solutions in our portfolio, we can help our discrete manufacturing clients increase their productivity in very specific and high impact ways," said Desys Vice President Salvatore Montanarella.

"Technical documentation departments, for example, are grappling with issues such as compressed documentation development timelines, growing product complexity and reduced budgets and resources. With Right Hemisphere's software inside our Linkersys™ web collaborative platform, we can enable our clients to reuse their 3D CAD data to get their product documentation produced faster, with fewer resources, and increase customer satisfaction."

According to a September 2009 study from the Aberdeen Group entitled *Technical Communications as a Profit Center*, "Aberdeen found that as a result of their simultaneous focus on operational efficiency and documentation quality, Best-in-Class companies were able to realize significant customer-facing value through technical communications [including]:

- A 41% decrease in [the] volume of inbound calls to customer support
- A 42% decrease in time to resolution within customer support
- A 41% increase in customer satisfaction scores”

“We know that we can have a tremendous effect on manufacturing businesses in Europe with our visual solutions,” said Right Hemisphere Director of Marketing Robert Merlo. “Desys is a well known, respected and trusted engineering and consulting services provider for Siemens PLM solutions. They will be an important part of our expansion into new regions where we want to grow our visibility and presence. Their partnership, strong customer relationships and ability to sell and support our solutions gives us the opportunity to show businesses in Europe what we can do to bring about higher levels of efficiency in their core business processes.”

Italian manufacturers interested in learning more about Right Hemisphere’s client and enterprise solutions, should contact Desys for more information or go to the Desys Web site at <http://www.desys.it>.

### **About Desys**

Desys was born in 1995 with the intention of creating a major operating centre in the field of mechanical design and the product's implementation. The company provides high level solutions and services. During its 15 years of activity, Desys became a Systems Integrator, extending its range to all areas of Product Lifecycle Management. The company makes solutions based on SIEMENS technologies for the development of digital products and on the proprietary web collaborative technology: Linkersys™. Desys is a Siemens PLM Solution Partner with extensive experience in selling, implementing and servicing Siemens Teamcenter, Solid Edge and Femap products. Desys is also a supplier and partner to many other important companies, such as Angelantoni Industries SpA, SEA Società Europea Autocaravan SpA, Imer International SpA, Targetti Sankey SpA, Rotork Group, and WASS of Finmeccanica Group.

### **About Right Hemisphere**

Right Hemisphere is the standard for Visual Enterprise solutions. The company's software and solutions help Global 1,000 manufacturers to optimize their mission critical business processes such as engineering, manufacturing, service and support, training



and sales and marketing. The software does this by unifying visual product information with relevant business data readily available in corporate CAD, PLM, and ERP systems. It then automatically delivers this intelligent product information into commonly used business documents, file formats and even directly into business applications for secure downstream use anytime, anywhere. Founded in 1997, Right Hemisphere is a privately held, venture-funded corporation based in Silicon Valley and Auckland, New Zealand. For more information, please visit [www.righthemisphere.com](http://www.righthemisphere.com).

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Media Contacts:

Susan Austin  
Right Hemisphere  
+1-408-266-2322  
[Susan.austin@righthemisphere.com](mailto:Susan.austin@righthemisphere.com)

Salvatore Montanarella  
Desys srl  
+39 0584 389169  
[s.montanarella@desys.it](mailto:s.montanarella@desys.it)

