



For Immediate Release:

Google Selects Interapt as Glass at Work Partner

LOUISVILLE—October 21, 2014 — Google announced today that it has selected Interapt as one of their Glass at Work Certified partners, a group of 10 authorized companies selected by Google to build enterprise solutions for Glass.

“This is a very big deal for us, and we’re very proud of this accomplishment. To be one of just 10 Glass at Work certified companies vetted by a tech giant like Google is a testament to our team’s technology expertise and hard work,” said Ankur Gopal, CEO of Interapt.

From training to hands-free alerts and mobile software, Interapt has been the trusted mobile technology solutions partner for businesses in mid-America for the past seven years and counting. Interapt partners with companies from the Fortune 500 through small- & mid-sized businesses in Media, Quick Service Restaurants, Healthcare, Insurance, Utilities and Government. Interapt’s clients rely on them to enrich customer and employee engagement, solve operational challenges, and secure new opportunities. Interapt’s enterprise solutions include a mix of mobile apps, Google Glass, wearables, and implementing new technologies in the workplace.

Based on the initial work with Yum! Brands KFC, Taco Bell is entering into a pilot with Interapt to test real-time learning for new and existing menu items, which is estimated to significantly reduce training costs. The program could save almost 2 percent in labor costs due to improved processes from Interapt’s solutions, estimated to result in tens of millions of dollars in operations cost savings in more than 6,000 facilities.

“This exploration makes more than just good business sense for Taco Bell. We are encouraged by the initial pilot results of how technology can further enhance the experience for both the Team Member and customer by creating innovative ways to elevate customization,” said Ferril Onyett, Director, Human Resources, Taco Bell Corp. “We are eager to see how this test will scale to improve learning and create an even better workplace.”

“Interapt’s goal has always been to see how disruptive technologies such as Glass can change the workplace,” says Gopal. “We don’t just build neat things – we make sure that it makes business sense and have measurable impact on a client’s business. In this case, reducing Taco Bell and Yum’s operational costs through Google Glass would be very significant – both for employees and customers.”

Interapt has made a name for themselves in the Midwest, now being mentioned alongside companies typically located in Silicon Valley or New York. Launched in 2011 and headquartered in Louisville, KY, Interapt’s success has not gone unnoticed by Louisville Mayor Greg Fischer and Commonwealth of Kentucky Governor Steve Beshear.



"This announcement is a huge win for Interapt and Kentucky," said Gov. Steve Beshear. "Interapt's success is a perfect example of how Kentucky's high-tech startups are improving businesses and

lives around the world. The Commonwealth is the ideal place to develop and to grow the next great idea. Thanks to Interapt's success, the message of Kentucky's progress in technology and innovation is reaching more and more people."

Earlier this year, Interapt opted to move their offices into the Nucleus building in downtown Louisville, and quickly gained credibility with both the Louisville business community and the national technology community. They have been working with some of the largest companies not just in Louisville, but around the world.

"Interapt represents exactly how we want to expand our city's economy – local people starting and growing their companies. Our entire city eagerly awaits to see the many innovations that will occur in this partnership between Google Glass and Interapt," said Mayor Greg Fischer.

As to the future of Interapt, now a validated Glass at Work partner, Gopal has an optimistic, yet pragmatic outlook.

"Mobility and technology in the workplace has arrived to where both employees and customers have spoken: They want to work at, and do business with, companies that have new technologies that make their lives easier and enhance the user experience. That's not going to go away, so we know there is a lot of work to do. However, enterprises also need to have a systematic approach to determining what technologies and solutions make sense for the organization. Mobility and Google Glass strategies need to be thoughtfully designed, built, and tested with both employees and customers...and that's exactly what Interapt is here for."

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