



## **Decisiv Selects LaunchIt Public Relations**

*Transportation technology-focused marketing firm chosen to represent supplier of a new Service Management Platform designed for the commercial vehicle industry*

**San Diego, Calif. – March 5, 2008** – LaunchIt Public Relations, a full-service marketing communications agency specializing in transportation technology, today announced it has been selected by Glen Allen, Virginia-based Decisiv, Inc. to launch the company’s Service Management Platform and consulting services for North American transportation fleets, dealers and service locations, and medium- and heavy-duty truck and component manufacturers.

“After six years of design and development and working closely with our fleet and OEM customers, the time has come to make the industry aware of the substantial value the Decisiv Service Management Platform has delivered to our existing customers and of the benefits they can derive from deploying our service management solution within their businesses,” stated Dick Hyatt, president of Decisiv. “LaunchIt Public Relations was highly recommended to us as a company that understands the role technology can play in enhancing productivity and efficiency for the North American trucking industry. For that reason, we have chosen them to help us successfully launch our product.”

Founded with the intention of remaining focused only on the transportation industry and transportation technology in particular, LaunchIt clients include enterprise software and onboard computing companies as well as other technology based product and service providers. “Decisiv is a natural addition to our portfolio of clients,” said Susan Fall, president and founder of LaunchIt. “Their highly experienced team of industry, technology and support professionals is ready to bring the benefits of its platform to the industry. The positive results they have realized already should help this be a very successful product launch.”

### **About LaunchIt Public Relations**

Founded in 2000, LaunchIt Public Relations is dedicated to providing the transportation technology industry with a focused, experienced and valuable array of public relations and marketing communications services that are unmatched in the marketplace. Located in San Diego, California, LaunchIt has grown from a public relations-only firm to a full-service marketing firm by utilizing strategic relationships with other creative agencies, most of which have existing transportation technology experience. Its strategic advantages and value are based on its intensive exposure to technology and the transportation industry, and in particular its knowledge of the essential role technology plays in this vital commerce. For more information see [www.launchitpr.com](http://www.launchitpr.com).

### **About Decisiv, Inc.**

The Decisiv Service Management Platform is revolutionizing the way North American Medium- and Heavy-Duty Trucks are serviced and maintained, and benefiting Transportation Fleets, Dealer and Service Locations and OE Truck and Component Manufacturers. Founded in 2001 and based in Glen Allen, VA, Decisiv designed its platform to dramatically increase the efficiency of the service initiation and fulfillment process. Decisiv pulls together historically separate silos of information through its use of advanced technology and unparalleled access to critical service information from source providers. The platform leads to improved vehicle uptime, lower operating costs, and enhanced business processes and customer satisfaction. For more information, visit [www.decisiv.com](http://www.decisiv.com).

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