

Modula renews its confidence in AMA with a four-year agreement integrating XpertEye's new AI-powered features

The Italian group expands its use of XpertEye to strengthen technical support and maintenance operations across its international organization

AMA CORPORATION PLC (« AMA ») (ISIN GB00BNKGZC51 – ticker ALAMA), a publisher and integrator of secure productivity applications designed for connected mobile workers, announces the four-year renewal of its contract with Modula, an Italian group specialized in the design and manufacture of automated intralogistics solutions.

An AMA customer since 2021, Modula had until now been using the XpertEye video solution to facilitate remote collaboration between its teams and partners. This renewal marks the transition to a more comprehensive version of XpertEye, integrating new artificial intelligence features specifically tailored to the operational needs and support requirements of an international industrial group.

XpertEye is primarily used by Modula for technical support and maintenance use cases, both between internal experts and in interactions with customers. The platform enables frontline teams, technical specialists and support functions to collaborate in real time, share expertise remotely and accelerate the resolution of requests. With approximately 100 to 150 calls carried out each month via XpertEye, the solution is now fully embedded in Modula's operational practices.

The contract extension notably includes the use of Live Translation. This feature takes into account Modula's specific business and technical terminology to streamline multilingual exchanges between teams, experts and customers. It is a key enabler for efficiently supporting international operations while maintaining a high level of service quality, regardless of the country of intervention.

Modula and AMA are also working on the progressive integration of XpertEye into the Italian group's existing business workflows. Developments underway include integration with Salesforce, in order to centralize XpertEye sessions and enhance the tracking of customer interactions. AI-powered features will also make it possible to automatically generate session summaries, facilitating the capture and reuse of information, knowledge sharing and intervention follow-up. Single Sign-On integration is also planned to allow Modula employees to access XpertEye using their usual corporate credentials, reducing login steps and supporting the platform's adoption across the Modula group.

"For several years, XpertEye has supported our technical support and maintenance operations by facilitating remote collaboration between our teams and with our customers. The progressive integration of new AI-powered features, notably Live Translation and automatic summaries, is a natural next step to strengthen the efficiency of our processes and make better use of our teams' expertise," said Andrea Ronconi, Head of Customer Care at Modula.

"The four-year renewal of this contract illustrates the confidence of an international industrial customer in AMA's ability to support its frontline operations over the long term. With XpertEye, we address a very concrete challenge: transforming support, maintenance and assistance interactions into structured, actionable and secure data, serving operational performance," added Guillaume Champion, VP Global Sales & Partnership at AMA.

For AMA, this long-term commitment confirms the relevance of its innovation strategy, aimed at making XpertEye an AI-enhanced connectivity platform designed to improve the productivity of frontline teams, simplify the collection of relevant information and strengthen knowledge sharing within organizations.

About AMA

AMA is the publisher of a software platform designed to strengthen the skills of field teams across all sectors, from healthcare to industry. We use cutting-edge technologies such as Assisted Reality (aR) and Artificial Intelligence (AI) to facilitate collaboration, simplify the collection of relevant data and enhance knowledge sharing.

We are proud to be B Corp certified, in recognition of our commitment to the highest standards of social and environmental performance, transparency and accountability. Our commitment to excellence is also evidenced by our ISO27001 certification, guaranteeing the highest level of information security management. Our global presence enables us to support our customers in all time zones and regions of the world, offering constant support and tailored expertise, wherever you are. AMA is listed on Euronext Growth Paris (ISIN GB00BNKGZC51- ticker ALAMA).

For more information visit www.amaxperteye.com

ABOUT MODULA S.P.A.

Founded in 1987, Modula is a global leader in automated storage and retrieval systems. With locations in Salvaterra di Casalgrande, in the province of Reggio Emilia, and in Fiorano Modenese, in the province of Modena, the company specializes in innovative solutions that optimize warehouse operations and improve inventory management for businesses around the world.

With the mission of "optimizing intralogistics for all companies, regardless of their size or industry, by providing the best automated storage solutions," Modula offers cutting-edge storage solutions that maximize space utilization and streamline workflows. The company's dedication to innovation and quality has driven its global expansion, with production facilities in Italy, the United States, and China, and a presence in more than 50 countries.

Modula's key achievements include pioneering advances in vertical lift modules (VLMs), numerous industry recognitions, and a commitment to sustainability through eco-friendly practices and energy-efficient products.

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