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## Investors give \$2.2M to Tulsa tech company MacroSolve Inc.

Debbie Blossom, Business Writer Comments Published: July 28, 2009

**TULSA** — A technology company that went public last year has snagged \$2.2 million in funding from private investors to finance its latest products and expand its work force.



[MacroSolve Inc.](#), the parent company of Anyware Mobile Solutions, said the first \$850,000 of the financing is already being received, with the remainder of the money to be issued on a monthly schedule from September through November, and from February to September next year.

The assets mature in July 2014 and may be converted into MacroSolve's common stock.

The investment came from board members enthusiastic about the company, its products and future, MacroSolve [CEO Clint Parr](#) said.

"It was very much word of mouth," he added, as individuals committed to state businesses talked up the company. "We're lucky to be in Oklahoma."

The company, which provides mobile data and mobile video solutions for small- and medium-size businesses, has expanded into offering easy-to-use, recession-resistant software to clients that help their businesses become more efficient, Parr said.

And two products — ReForm XT and digiTICKET — are some of the first software applications the company is looking to market nationally and internationally.

### Streamlining job

ReForm XT is an online mobile application that replaces paper forms and streamlines paper processes like billing, expense, inventory and delivery tracking and follow-up appointments.

"Small businesses can create mobile forms for their smartphones," Parr said. The low-cost software program is timely as more people and businesses rely on smartphones.

The second innovative product, digiTICKET, is an e-ticketing program for smaller municipalities, including police departments, to do away with the time and expense of issuing paper tickets.

For police operations in particular, "When the economy hit the skids, they needed a more efficient way to write tickets," Parr said.

With digiTICKET officers simply swipe driver's licenses into a handheld device, and a copy is printed from a mobile printer for the driver.

At the [Sand Springs Police Department](#), the device has been in use since May, said assistant chief [Mike Carter](#).

"We've eliminated all that middle ground," Carter said, and it also reduces the amount of time officers spend on the side of busy roads.

Marketing and distributing those products and developing new applications are expected to add jobs at MacroSolve. "We're actively recruiting people right now for highly skilled software developers and for sales and marketing," Parr said.

"In this very challenging funding environment, the fact that we have raised up to \$2.2 million from local high net worth individuals is a testament to the belief these investors have in MacroSolve's business model, the market opportunity we are pursuing and our ability to execute on that opportunity," he said.

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