

## Press Release

# HMF and ReAct Now: New Partnership for Digital Operational Processes

Bad Münden, 11. March 2026

**HMF Smart Solutions and ReAct Now have entered into a strategic partnership for digital communication and workflow solutions. The aim of the collaboration is to offer innovative, customisable communication and workflow solutions based on modern mission-critical PoC technology (PTT-over-Cellular) and to jointly explore new application areas.**

HMF Smart Solutions stands for the development and implementation of professional communication solutions – tailored to the needs of users. With ReAct Now, the German company gains a strong application partner whose platform provides a mature software solution for digital operations management and IoT-supported communication processes. The mobile application combines communication and task management in an intuitive interface through which employees can receive tasks, send status updates and coordinate processes in real time.

The solution is already in use in more than 5,000 installations in the retail sector alone. Automated workflows, real-time notifications and the integration of IoT sensors enable processes to become significantly more efficient, shorten response times and improve service quality.

## **New opportunities for public transport**

As part of the partnership, HMF Smart Solutions and ReAct Now intend to combine their technologies in the future for use in public

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## Social media





transport. This will create new digital solutions for operational and communication processes.

### **A strong partnership from Germany**

Both companies are based in Germany and develop their solutions with the high standards of European customers in mind, particularly regarding quality, security and data protection. At the same time, the solutions are internationally scalable and suitable for organisations worldwide.

“With ReAct Now, we have found a partner that perfectly complements our vision of modern digital communication solutions,” says Martin Hucke, CEO of HMF Smart Solutions. “The combination of our powerful PoC technology and ReAct Now’s intelligent workflow platform opens up entirely new possibilities for our customers. Together, we can develop customised solutions that seamlessly integrate communication, processes and IoT integration.”

ReAct Now also sees great potential in the collaboration. Patrick Langeslag, CEO and Co-Founder, says: “With HMF, we are gaining a strong technology partner with whom we can further integrate communication and digital workflows and unlock new application areas for our software solution across various industries.”

Through the integration of the software platform with HMF’s communication solutions, powerful end-to-end solutions are created for sectors such as retail, industry, logistics, healthcare – and, in the future, public transport as well.

With this partnership, both companies are taking an important step towards supporting businesses and organisations in the digitalisation of their operational processes and providing modern, future-proof communication solutions.

### **About HMF Smart Solutions**

HMF Smart Solutions (HMF), based in Bad Münde, Germany, has been developing and implementing customised, critical communication solutions in the field of professional mobile radio for more than 40 years. HMF is a well-known specialist in technologies such as TETRA and LTE/5G and offers highly available and secure radio communication solutions for industrial, utility and transport companies, the oil and gas industry as well as security and emergency services, among others. HMF regards itself as a holistic solution provider whose



core expertise is comprehensive project support from a single source – from development and planning to implementation, including services and network operation.

**All press releases are available on our website at [www.hmf-smart-solutions.de](http://www.hmf-smart-solutions.de).**