Introduction to Abiro Mobilizer Enterprise Services

"Mobilize Your Workforce"

2007-05-14

Revision PC9

Cisco, October 2006

Abiro
Mobilizer

"Today, by some estimates, 70 percent of all employees work off-site at least part of the time"

Business Concept

Abiro Mobilizer…

- … defines, develops and customizes fully tested mobile applications and service adaptations in close cooperation with customers, that are supported and maintained throughout their lifecycle

- … adds value to corporate application providers and individual corporations by enabling existing and new services to be accessed via mobile phones
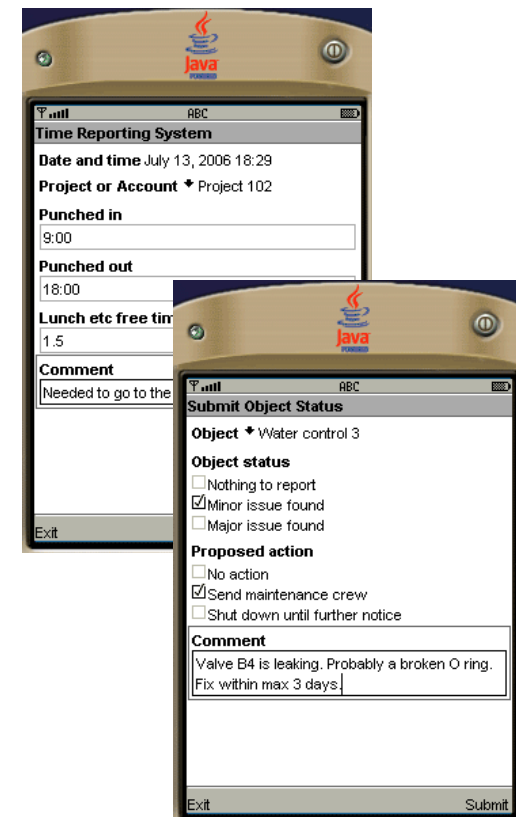
Examples of Customers/Users

Abiro Mobilizer

- Criteria
  - Where the one performing the work is away from the place of management, and/or on constant move
  - Work involving a high frequency of reporting (either way), with a great need for accuracy, and/or where reporting lead times need to be kept short (minutes, or even seconds)

- Examples of professions:
  - Fleet management
  - Equipment maintenance
  - Security
  - Taxi / Limo services
  - Medical / Healthcare (visiting)
  - Sales
  - Technical support
  - Consulting
  - Legal services
  - Insurance / Claims

Examples of Mobilized Services

- Time and travel reporting
- Project followup
- Work assignment
- Equipment / network monitoring
- Surveillance (cameras, locks, alarms etc)
- Logistics (barcode scanning, inventory etc)
- Corporate messaging

Benefits - Effectivity

- Increases employee effectivity, and provides convenience to employees, by enabling access to corporate services from mobile phones
  - By using mobile phones workers get immediate, on-line, real-time access to corporate services from any location
  - This lowers time spent on paper work, decreases lead time for reporting, simplifies central statistics collection and follow-ups, and increases information transfer reliability (both ways)
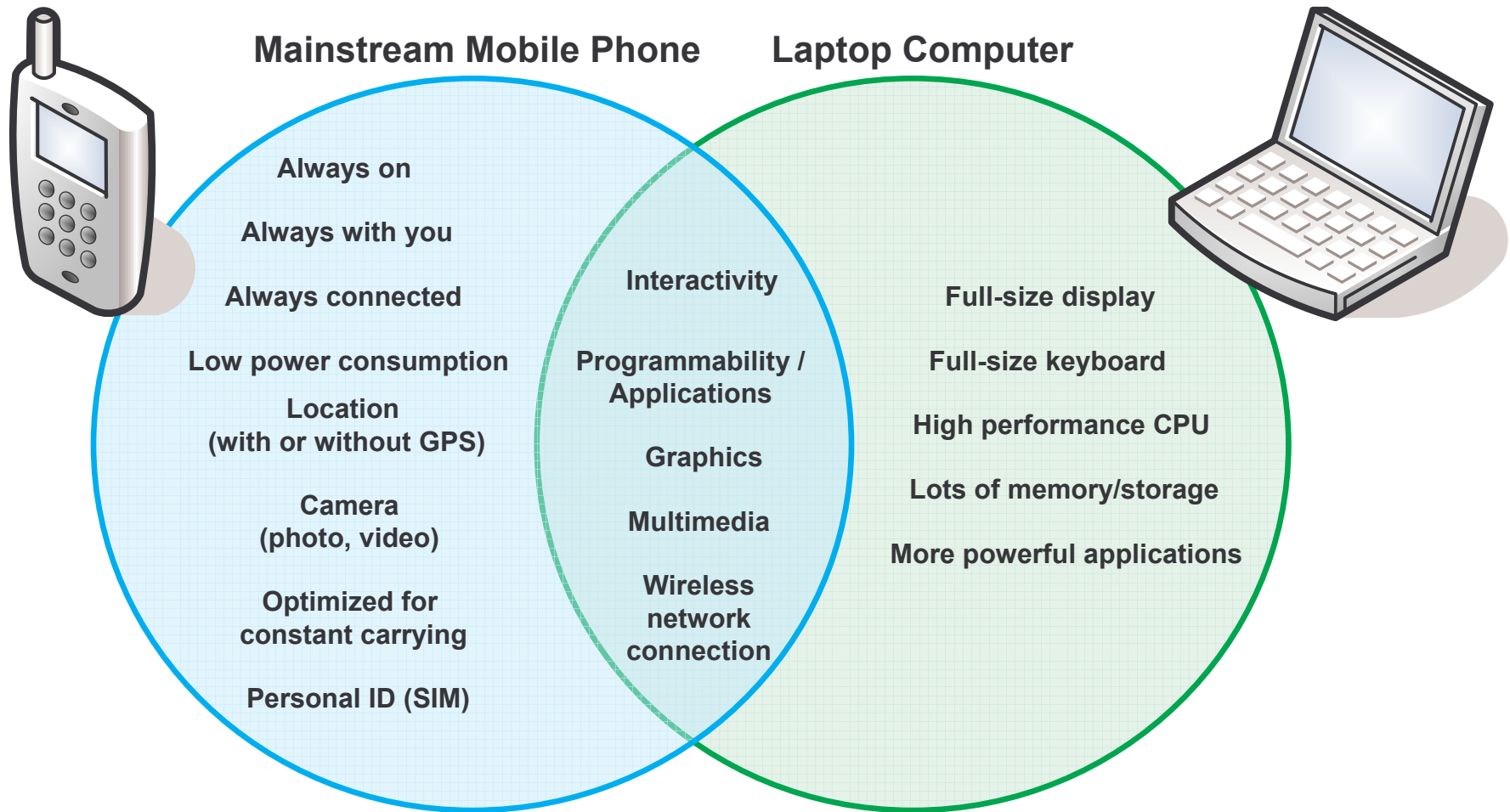
Benefits - Versatility

- Mobile phone applications enable access to the broad range of features in mobile phones, adding functionality to your services
  - E.g. interactive forms, vector graphics, voice recording, camera (photos and video), media playing, positioning etc
- Easy to align the mobile user interface and functionality with your services, via over-the-air upgrades of mobile applications or by updating the phone browser adaptations in the service

Benefits - Location

Abiro
Mobilizer

- Easier to follow workers' whereabouts
  - E.g. for assigning work based on location
- Less to enter when looking up information and when submitting reports etc
  - Maps, directions, time reports, status reports, etc
- GPS is the only viable solution
  - High precision
  - Operator independent
  - No running cost in itself
  - Integrated or external Bluetooth modules

Mobile Phone vs Mobile PC
not so limited after all…

Abiro
Mobilizer

Mainstream Mobile Phone

Laptop Computer

Always on

Always with you

Always connected

Low power consumption

Location (with or without GPS)

Camera (photo, video)

Optimized for constant carrying

Personal ID (SIM)

Interactivity

Programmability / Applications

Graphics

Multimedia

Wireless network connection

Full-size display

Full-size keyboard

High performance CPU

Lots of memory/storage

More powerful applications

Know-how

- The user needs (interaction, usability, functionality)
- The applicable mobile phone application platforms
- Development of mobile phone applications and mobile adaptations of services
- Optimization of the communication between mobile phones and services
- Testing and certification

Competitive Advantages

Abiro
Mobilizer

- Born and bred in the mobile telecom industry
- In-depth knowledge about the technical aspects of realization of mobile applications and services
- Extensive local and international business network
- Ability to set up projects in the most efficient and value creating way

Java - The Major Platform for Mobile Applications
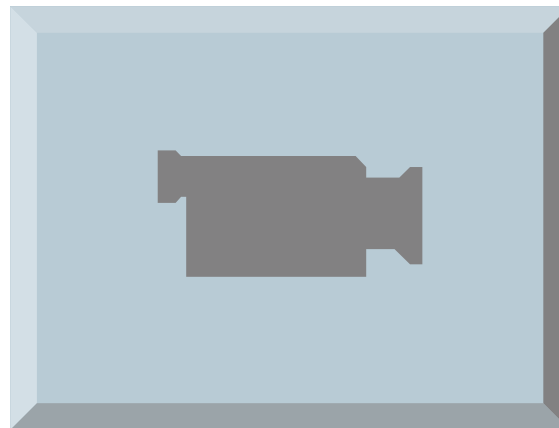
Abiro Mobilizer

- Estimated to be about 1.5 billion Java enabled phones on the market today (Sun)
  - Growing rapidly
    - most new phones are Java enabled
    - Also supported by most smartphones
  - Closest alternative is Symbian OS with 100M
- Freedom to choose the most suitable phone type
- Short time-to-market and rapid evolution steps
- Convenient distribution and upgrading of applications via the mobile network
- Provides access to local phone functionality, like camera etc.
- Possible to provide both on-line and off-line functionality, e.g. for information reporting
- Sun: *"The Java ME platform is the most pervasive mobile technology across the globe, and is deployed by over 180 operators worldwide on over 1.5 Billion handsets."*

Demo – Abiro Mobilizer Time Reporting Service

(click to start video)

Thank You!

Anders Borg
+46 70 522 76 44
anders.borg@abiro.com

Ulf Richeberg
+46 70 828 24 05
ulf.richeberg@abiro.com