


Introduction to Abiro Mobilizer

“Mobilize Your Workforce”

2006-12-13

Revision PC3

Cisco, October 2006

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

Business Concept



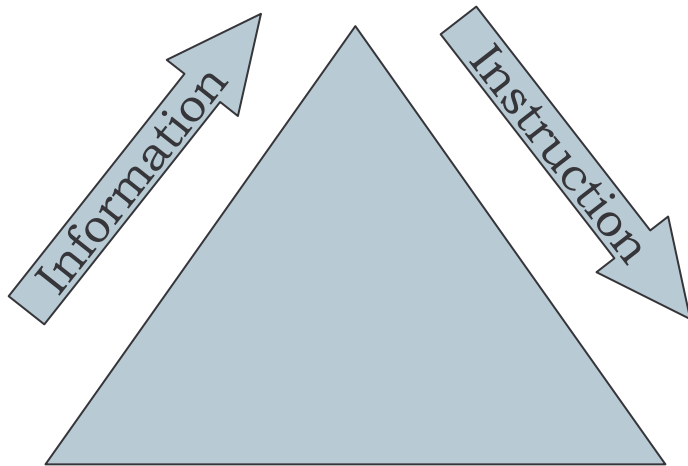
Abiro Mobilizer...

- ... 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

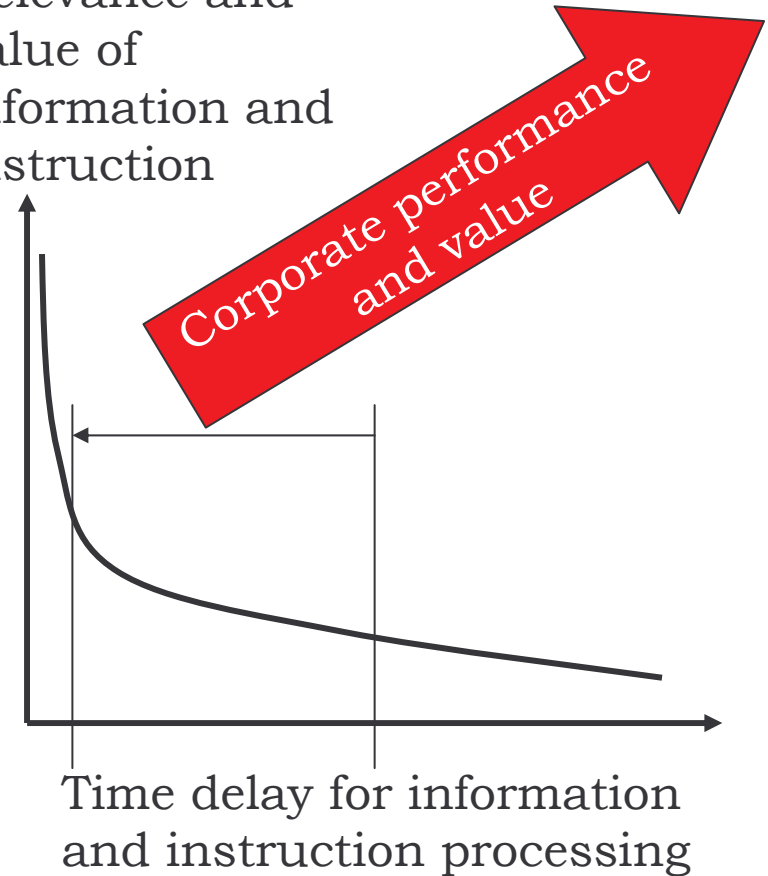
Timely and Reliable Communication

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Flow of information and instructions



Relevance and value of information and instruction



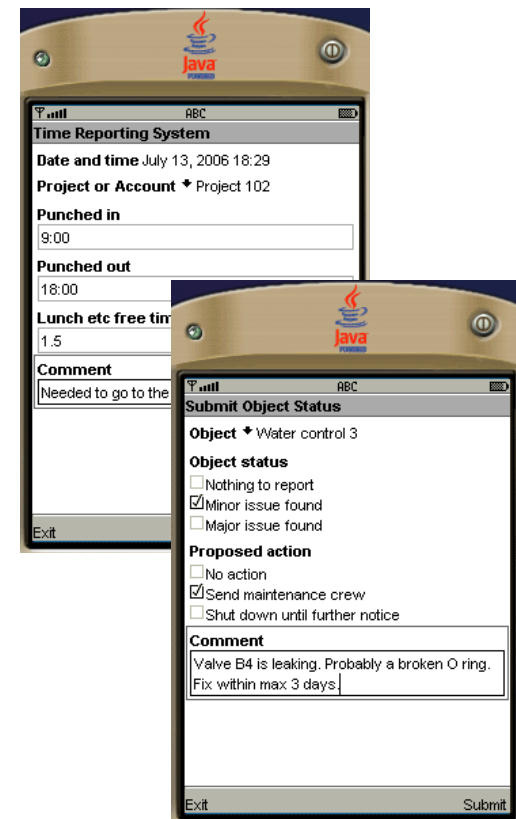
Examples of Customers/Users

- 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)
- Professions (examples)
 - Fleet management
 - Equipment maintenance
 - Security
 - Taxi / Limo services
 - Medical / Healthcare (visiting)
 - Sales
 - Technical support
 - Consulting
 - Legal services
 - Insurance / Claims

Examples of Mobilized Services

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



Benefits 1(2)

- 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 2(2)

- 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

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



- 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

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- Estimated to be about 1.5 billion Java enabled phones on the market today
 - 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.”*



Thank You!

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