



PRESENTS

**NETWORLD | INTEROP**

an INTEROP event

# Building Wireless Applications

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Dayakar Puskoor

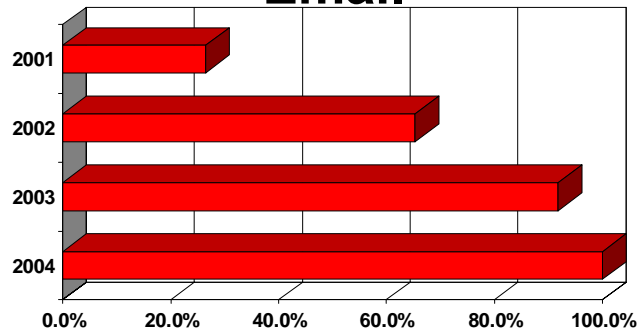
CEO & Founder

September 12, 2001

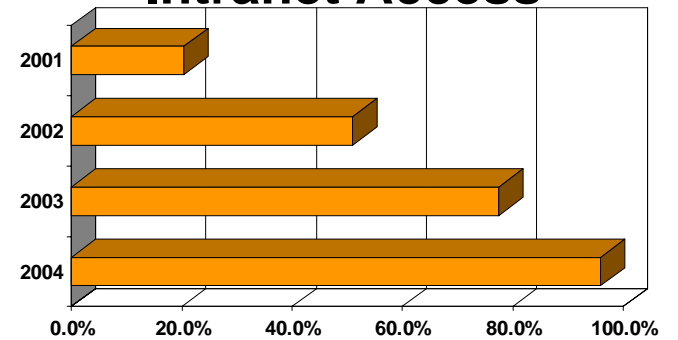


# Corporate Wireless Access Growth

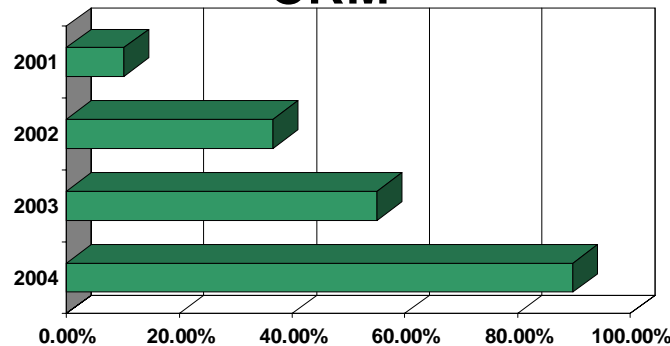
## Email



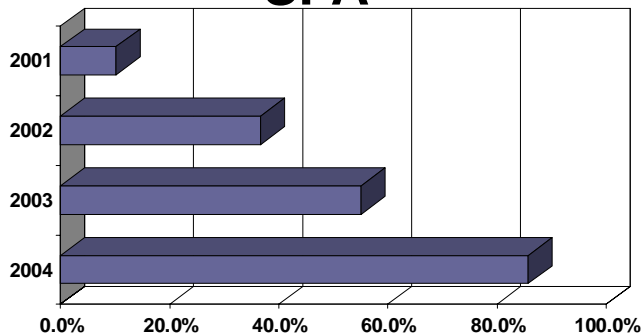
## Intranet Access



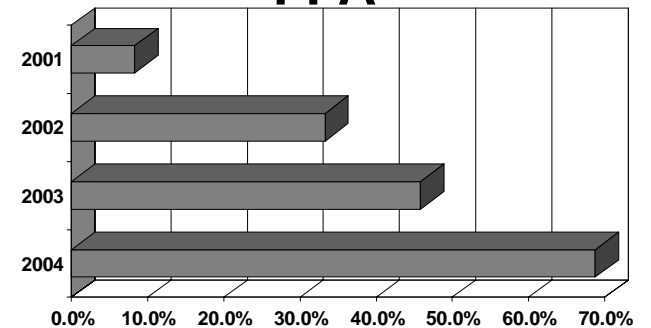
## CRM



## SFA



## FFA



# Key Components of Mobile Solutions

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Customer

Mobile  
Server

Wireless  
Service  
Providers

System  
Integrators

ISVs

Devices

# Mobile Server Considerations

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- Scalable Solutions
- Rapid Deployment
- Proven Technology
- Industry Standards Compliancy
- Guaranteed Transactions
- High Level End-to-End Security
- Connected / Non-Connected Operation



# Content Management

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## Key Elements Surrounding Content Management

- \$\$ and Time involved in Converting Content
- Industry Standards (WAP?? PQA??)
- Security and Scalability
- Multiple Devices and Networks

# Elements of a Mobile Solution

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- Data Source
- Enabling Technology
- Gateways
- Carriers
- Communication Device
- Presentation Device



# Mobile Solution Comparison

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## Traditional

- One-off solutions
- Future projects are essentially new projects
- Heavily customized and lengthy deployment

## Mobile Server

- Strategic technology approach with minor customization
- Solutions that are future-proof and can be easily updated
- Secure and scalable solutions with rapid deployment

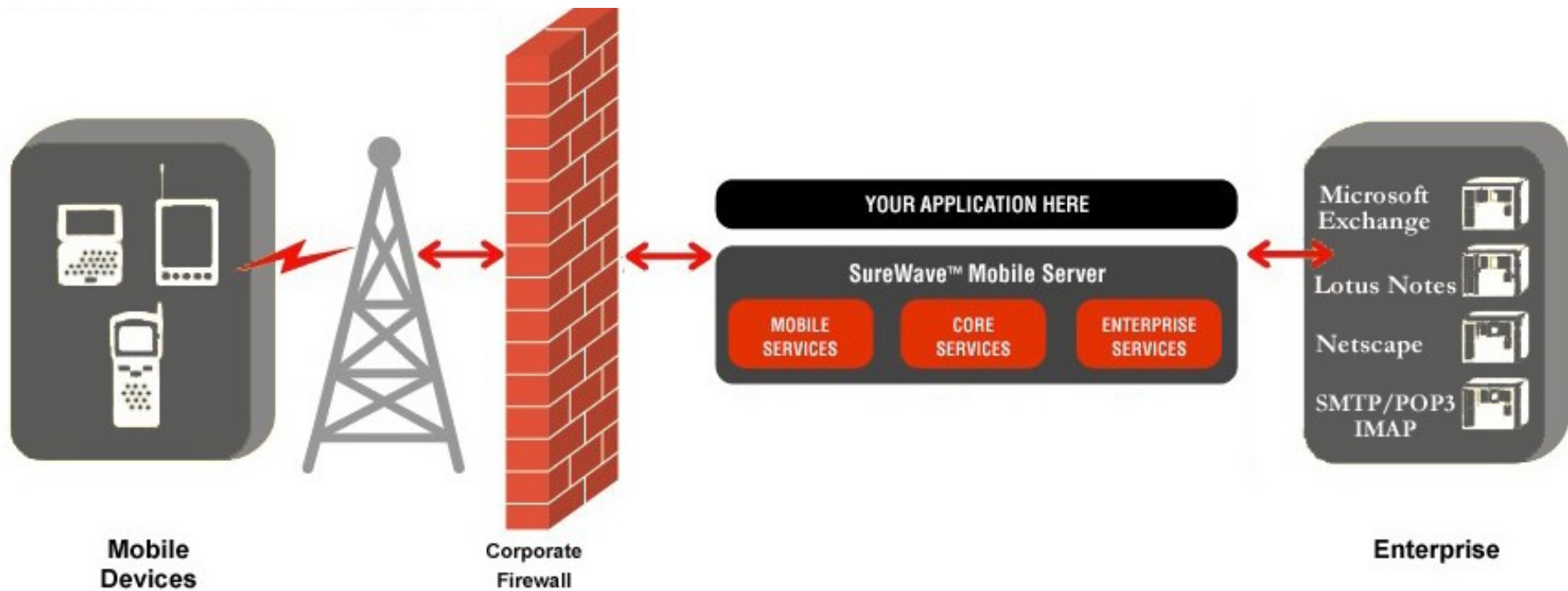
# What is a Mobile Server?

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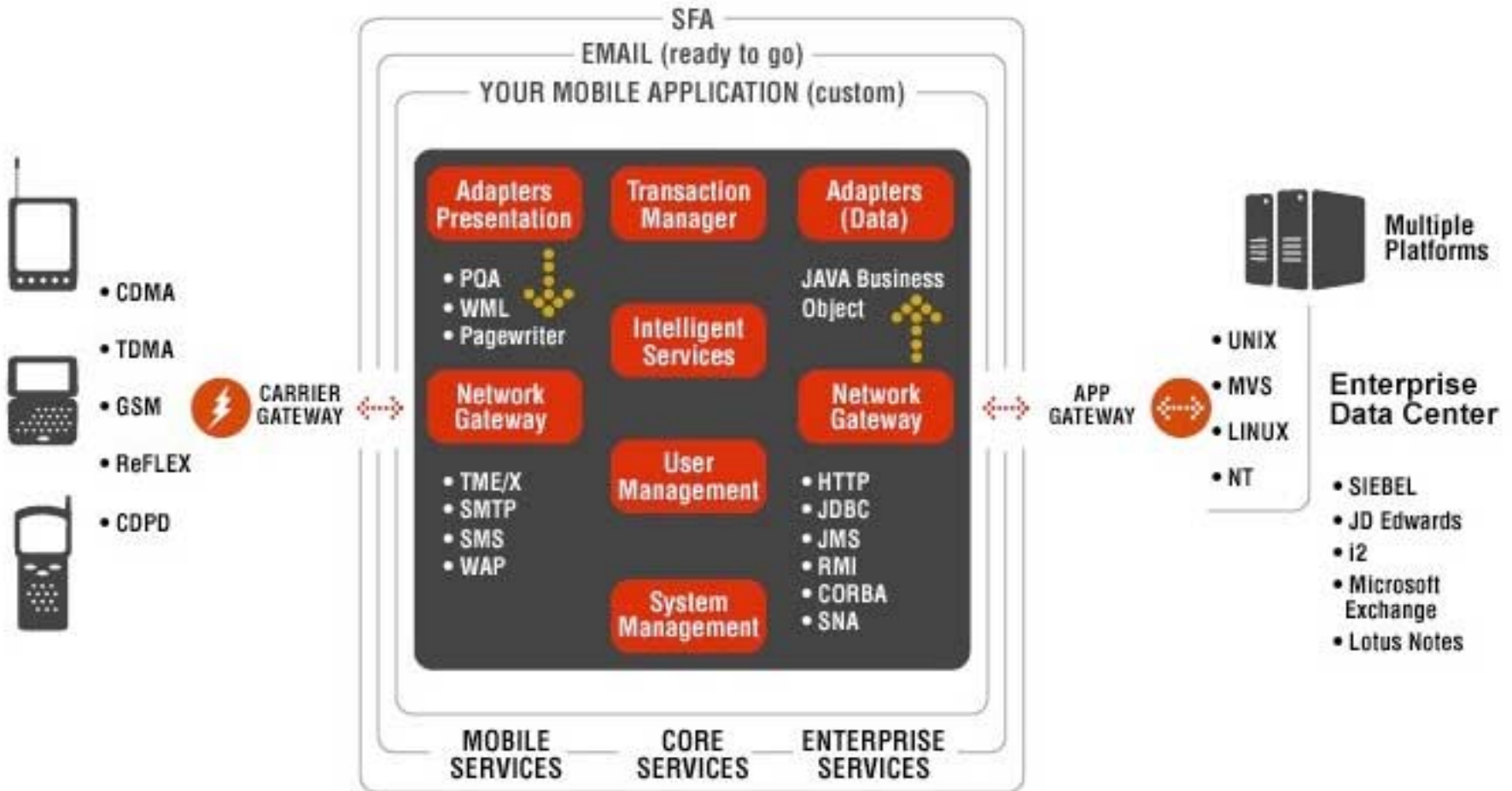
- Enables mobile applications to be developed and deployed in a data center ready environment
- Empowers people to always stay connected to necessary corporate enterprise applications
- Ensures a future-proof solution that enables your enterprise to efficiently phase in and extend new applications
- Allows development of multiple mobile applications on a single platform



# Mobile Data Solution - Snapshot



# Mobile Data Solution - Detailed

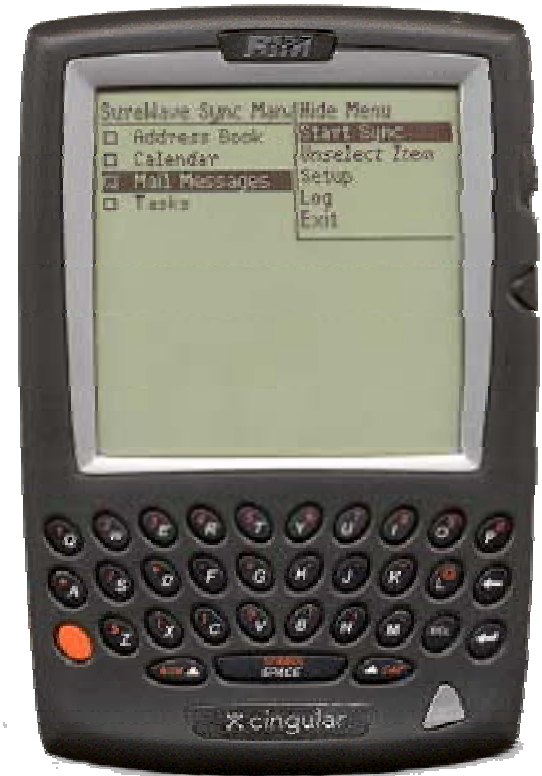


Detailed description of wireless data transmission via SureWave™ Mobile Server

# Application Usability Considerations

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- User Interface
- Location of Content
- Navigation Structure
- Quality of Service
- Device Agnostic Solutions



# Security Requirements

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- Intellectual property is one of a company's greatest assets
- Even wireless email transactions must have high level security before IT managers consider them for more in depth use

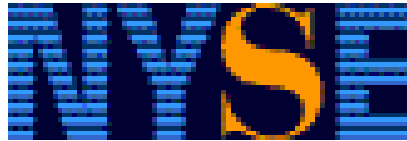


# Mobile Application Suggestions

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- Avoid Common Pitfalls
  - Separate and Multiple Pieces
  - Fat Clients
  - Browser Only
  - Reliance on External Gateways
  - Non-Integrated Email
- JP Mobile's Approach
  - Talk directly to the Data Source
  - No Cumbersome Transcoding
  - Benefit with the SureWave™ Smart Browser
  - Fully Integrated Email Solution
  - “All in One” Server

# Successful Wireless Application Case Study



: JP Mobile Delivers 4-second Response Time



NYSE Trading Floor



NYSE Enterprise Data center

## Needs

- Allows traders to communicate time critical transactions
- NYSE guarantees transactions are completed within 22-seconds

## Solution

- Enhanced with SureWave™ Mobile Server
- Touch screen wireless-based messaging which is fast, reliable, and secure
- 24X7 assistance with an on-site JP Mobile support team
- Back-up systems online in 30 seconds
- Redundancy

## Benefits

- JP Mobile Server ensures a response time of 4 seconds or less to ensure the 22-second guarantee
- Brokers execute more real-time transactions

# Mobile Application Value

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- Brings the power of the enterprise to the hands of the mobile user to conduct business "on the go"
- Allows employees remote access to mission-critical data, as well as increased productivity
- Enterprises can deliver new mobile functionality to employees and key customers, such as:
  - Sales Force Automation (e.g. Siebel)
  - Customer Relationship Management
  - Enterprise Resource Planning (e.g. SAP, Peoplesoft)
  - Supply Chain Management (e.g. i2)

# Summary

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- Mobile Application Solutions Offer:
  - Faster businesses
  - Better connectivity to corporate information
  - Competitive edge
- ROI Maximization occurs when:
  - Time-to-Market is decreased
  - The wireless application is built to leverage the existing IT infrastructure and future requirements





**Thank you!**

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