



accelerating
enterprise mobility

Speed collaboration and capture opportunity faster



Leverage existing technology and human capital



Boost workforce productivity and efficiency



Strengthen customer satisfaction and retention



Create new business scenarios and open new markets

You've spent millions deploying the strategic business applications your people need. Trouble is, many of your people don't work in the office. They're out selling, servicing, and collaborating with customers and prospects—disconnected from their critical corporate applications.

Wireless Knowledge delivers strategic mobility solutions that connect your mobile workers wirelessly to the information that drives your business. With the right strategy, the right mobility partner, and a fraction of the money you've already spent, you can extend the value of your investments exponentially.

Wireless carriers will soon be rolling out 3G networks. Wireless devices are getting "smarter" every day. Your competitors have already begun to mobilize their information. Why let them gain first-to-market advantage?

strategize

We work closely with you to set a mobility strategy that helps you improve business performance and dominate your markets.

Forward-thinking companies in every industry sector have engaged with Wireless Knowledge to mobilize their critical applications. Our solutions are rooted in strategy, designed to address your business objectives.

- Is your sales force constrained by not having easy mobile access to your SFA application?
Advantage: pursue opportunities more quickly, shortening the prospect's decision-making time and enabling deals to close faster.
- Would your field service representatives be more effective if they had online service manuals, warranty records, customer information, and their CRM application in the palm of their hands?
Advantage: immediate warranty starts, shorter service calls, streamlined installations, improved customer care resulting in better customer retention.
- Could consumers benefit from mobile access to your Web site?
Advantage: information when and where they need it, leading to increased brand awareness and loyalty.

No two mobility strategies are exactly alike. But all of our solutions create substantial business value by extending the power of your information systems to the mobile working environment.

mobilize

Our professional services group delivers mobile applications supported by a technology framework that enables you to adapt quickly and get to market first.

Our Expertise

Unlike other vendors claiming to be experts in mobility, Wireless Knowledge has been 100-percent focused on mobilizing corporate data since day one. In fact, we were a key player in shaping the market.

We deliver financially justified business solutions with real ROI. We don't propose gratuitous technical diversions. We know the capabilities of today's wireless networks and can prepare your business to leverage future networks and technologies. Our industry edge allows us to study each new mobile device months before it hits the market. Our product developers and solution delivery teams have years of mobility experience. And we're built for speed, to get you up and running fast.

What does this mean to you? Wireless Knowledge is your "mobility accelerant," delivering future-focused solutions that put you in a leadership position today.

Our Approach

A strategic mobility solution from Wireless Knowledge consists of a mix of professional services and mobility applications, tailored to meet your business objectives. Our professional services include:

- **Mobility Strategy Consulting.** We work with you to define and evaluate mobility opportunities. This might include creating a mobility roadmap, assessing your organization's readiness to implement mobile applications, conducting an ROI analysis, and looking at how your competitors are using wireless data.
- **Operational Consulting.** Wireless Knowledge gets down into the operational details, ensuring that your present and future mobility initiatives are optimized for cost, performance and security. We evaluate infrastructure design, security, device and network choices, and airtime costs.
- **Application Development and Deployment.** Our best-practices development process includes application definition, design, coding, stabilization, quality assurance testing, and installation. If needed, we build a proof-of-concept prototype to demonstrate the feasibility and usability of the proposed solution.
- **Support and Advisory Services.** We round out our offerings with ongoing technical and process support, end-user training, application enhancement services, and industry-focused education on wireless data technology.

Our Mobile Technology Framework

Our technology framework is based upon industry standards. It leverages various technologies including Web services for quick integration of your mobile applications. Combining Web services—the emerging open standard for IT infrastructure—with unique technologies pioneered in our labs enables us to rapidly move your corporate information out to any pervasive computing platform.

The benefit of our framework is that it "bridges the gap," allowing enterprises to take full advantage of existing networks as well as emerging high-speed data networks as they become available. And we use the highest security standards in the industry: end-to-end data encryption to ensure that none of your sensitive data is open to theft during wireless transport, and strict authentication methods so that only intended users have access to your information.

Mobile Applications

Large enterprises sometimes start their own developers down the mobility path, then find that the learning curve is steeper than expected. Skip the headaches and let our experienced software engineers handle your mobile application development. Our offerings include:

- **Mobile access to strategic business applications.** We mobilize the most critical and most frequently used functions of your SFA, CRM, or ERP applications, making them convenient to access from any data-enabled mobile device.
- **Custom mobile applications.** For example: wireless data collection to reduce inefficiencies and errors. Wireless access to your content-specific databases. M-commerce applications for mobile order placement and billing. We build revolutionary new apps that can open new markets for your business.
- **Mobile Web sites.** We take your desktop Web site's most useful, interesting, or entertaining content and create a user experience appropriate for mobile devices. Intranets and extranets become searchable on mobile phones and PDAs. E-commerce becomes m-commerce.
- **Micro-portals.** A custom-designed wireless interface presents the user with links to his strategic applications and other relevant data through a single log-in. Our micro-portals aggregate not only content, but also functionality from a number of disparate sources.
- **Mobile groupware.** Considered the "oxygen" of mobile computing, our Workstyle® mobile groupware provides secure mobile access to Microsoft Exchange- or Lotus Domino-based email, calendar, and contacts. Workstyle operates in both online (browse) mode and online/offline (sync) mode.



A sample of our mobile application work (top to bottom): mobile TV Guide, mobile Zagat dining directory, Workstyle mobile groupware, and custom apps for a healthcare firm and a major league baseball franchise.

Extend the reach of your applications with Wireless Knowledge, and watch the value of your original investments soar. Armed with mobile information, your employees can attack business opportunities like never before, enabling your company to survive and thrive.

optimize

We mobilize the information that drives your business to optimize your investments—not only in software and hardware, but also in human capital.

The mobility partner you choose is critical. In the wireless age, it's essential to have expertise and the right connections.

As a subsidiary of QUALCOMM, Wireless Knowledge has the inside track on new developments on the CDMA technology horizon, including upcoming 3G network capabilities and development opportunities surrounding the company's BREW (Binary Runtime Environment for Wireless) mobile computing platform. We have also developed solid relationships with the premier wireless carriers, device manufacturers, and the industry's technology leaders.

Mobility and its many benefits are ready for you right now. Don't let your competitors gain first-mover advantage. Make Wireless Knowledge part of your strategic mobility team today.

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WK1 5CB-10141-3 12/01



More Mobile. More Business.

