



## **m-Penbase to unveil prototype of DIY on-demand mobile solution service aimed at SMB and SOHO markets at 3GSM World Congress 2005 in Cannes with PalmSource.**

**Montpellier - France, 02/14/2005 - m-Penbase, the provider of industry-specific mobile data solutions for handheld devices is to unveil the prototype of its DIY on-demand mobile solution service that is designed to break down the entry barriers to implementing enterprise mobile solutions for even the smallest businesses that are looking to reap the benefits real-time field data transmission. The service codenamed Dymano will be presented on the PalmSource booth at the 3GSM World Congress in Cannes, from February 14 to 17, 2005.**

### **Democratizing Mobile Data Solutions**

As part of m-Penbase's endeavor to bring mobility to the SMB and SOHO markets, the online 'DIY' mobile data service codenamed Dymano is to enable even the most unskilled users to create, design, develop, download and use applications on their mobile devices (PDAs, smartphones and phones) that exchange data with their desktop systems and have a fully operational mobile solution in just a few minutes.

*"Dymano streamlines the creation and deployment of complex enterprise mobile solutions" said Larry Berkin, director of developer marketing, PalmSource, Inc. "Aimed at the SMB and SOHO, the combination of Dymano and the flexibility of Palm OS® will boost productivity and enable an new generation of mobile workers."*

Dymano is the result of a year's research and development in response to countless demands from small businesses of all industries for self-customizable mobile enterprise applications that do not require an upfront of several thousand Euros.

Philippe Garnier, CEO of m-Penbase explains: *"With convergent data-voice handheld devices and feature phones now flooding the market, large bandwidth mobile communications networks now entering the 3G phase and carriers evangelizing the benefits of mobile information systems, businesses of all sizes have become aware that ultra mobile computing not only has an undeniable impact on productivity and customer satisfaction, but is also operational and technically accessible. However, due to high upfront and integration costs involved in setting up mobile information systems, the vast majority of businesses are limiting their use of mobile data to PIM applications and are holding back on enterprise mobile solutions. Although 'out-of-the-box' packaged solutions provide an answer to some cases, the nature of mobile applications means that businesses, no matter how small, need customized solutions to fully reap the benefits of mobility. Given the demand we have experienced in providing standard mobile solutions, we saw providing highly affordable customized enterprise applications as a strategic leap that needed to be taken."*

### **How it works**

Hosted on a Web server, the service is used in 6 easy steps:

1. sign in and create a user account
2. select the target device for the mobile application from a large list of supported devices
3. select a blank project or choose a template from the online library of pre-designed industry-specific applications
4. design and customize the application interface and menu data using a WYSIWYG drag-and-drop interface
5. register mobile users and deploy to the mobile devices via e-mail, SMS or download link
6. use the mobile application and exchange field data with the enterprise system.

### **Administrattion**

The Web service incorporates a user-friendly administration tool that enables users to manage their applications, users and keep track of data transmissions.

## Application library

For every application users build, they can choose to store them in their own private application library or share it in the public library with others who can use it as a template for their own needs.

In this way, m-Penbase aims to build a community of mobile application developers and users who can build on each other's experience.

## Mobile device support

The Dymano service supports all smartphone and mobile phone devices running on major mobile operating systems.

Applications built with the service exploit all the features of the device including touch screen or keyboard data entry, digital cameras and SD card or Bluetooth™ connections to peripherals such as barcode or RFID readers manufactured by m-Penbase's technological partners.

## Data access

For users looking to have field data reports sent to their offices, the service provides several data formats and access options that can be chosen freely:

- e-mail report with field data in the message body and photos attached
- e-mail report with field data in an attached Excel, CSV or PDF file
- download link to Excel, CSV or PDF and image files on the user account
- direct data synchronization between desktop applications and mobile devices

## Business model

The service is structured on a 4-tier model that enables the service to be suited to all business sizes and grow with field data reporting intensiveness:

1. Lime: designed for irregular use of field data capture, this level provides free development and deployment of the application, with a pay-per-use fee on data transmissions in the form of e-mail reports.
2. Plum: for users who require regular field data reporting, this level is based on a monthly flat rate per user that enables unlimited data transmissions in the form of e-mail reports.
3. Cherry: this level corresponds to businesses looking for a low-cost, customizable fully integrated mobile information system with unlimited data synchronization or import/export based on a monthly flat rate per user.
4. Blackcurrant: for companies looking for full-blown mobile information system installed in their premises with in-built application customization and deployment functionality.

## Breaking the barriers

In offering a fully customizable, low-cost mobile enterprise solution service, m-Penbase is breaking down the barriers that have been holding the mobile enterprise market back:

- Self-tailoring with a free development, design and deployment tool mean anyone can try and see for themselves how the mobile solutions will feel and be received by mobile workers and fine tune the interfaces and data exchange formats to get the best return.
- The online service is accessible to all systems that support a standard Web browser.
- The 4-tiered business model ensures return on investment to even the smallest companies with the ability to grow with their business.
- Fixed monthly rates mean businesses have full control over costs.
- Broad device support ensures full exploitation of existing device functionality and easy accompaniment for businesses in the natural upgrading of their mobile devices.

## Perspectives

*"Dymano, whose official name will be released on the opening of the service planned for April 2005, is our answer to the demand for simple, efficient, flexible and cost-effective mobile solutions from the SMB and SOHO markets,"* explains James Newton, CMO of m-Penbase. *"On breaking down the entry barriers to adopting mobile enterprise solutions, we are to tap a vast market that represents 99% of employee population and that until now used their mobile phones simply for voice and SMS. This service will encourage users to upgrade their phones to benefit from the full potential of its functionality and is set to generate untapped demand for 2.5 and 3G data communications."*

## About m-Penbase

m-Penbase provides the Penbase® range of industry-specific mobile solutions to field forces in the fields of SFA and merchandising, asset management and inventories, maintenance and after sales service, transport and logistics, field resource management and clinical research.

m-Penbase's customers are businesses that are looking for high gains in productivity, reliability and responsiveness by extending their information systems to employees, partners and customers in the field.

Penbase® mobile applications are designed for all standard mobile terminals (PDA or smartphone under Palm OS®, Windows Mobile Pocket PC®, Symbian OS® and Java™) and synchronize with corporate information systems in wireless mode, via GSM, GPRS, WiFi, Bluetooth, etc., or in wireline mode via Internet or the terminal's cradle. Mobile workers are thereby able, at any time and in any place, to gain access to mission-critical data from the corporate information system, view, process and update it either online in real time mode, or offline with data synchronisation on demand.

For further information, please visit [www.penbase.com](http://www.penbase.com)

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