

Mobilize At A Glance



The Leader In Mobile Enterprise Applications

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Mobilize Inc. is the leading provider of off-the-shelf mobile enterprise applications that connect mobile workers and partners to company information systems. Companies with more than 100 mobile sales and service professionals can place sales orders and browse product catalogs, access portable intranets and extranets, and manage presentations from any mobile device - PDA, Web-enabled phone, laptop or two-way pager - with or without an Internet connection.

Focus on Killer Apps and No-Risk Deployment

While most vendors tout enabling technologies and tools, Mobilize builds killer applications for the mobile Internet that solve real-life business problems. This focus ensures all Mobilize applications have deep functionality, provide an exceptional user experience and can be deployed in less than 60 days. In addition, every Mobilize application is backed by a 100% satisfaction guarantee. Our current applications include:

- **Mobilize Commerce™**

Mobilize Commerce is an interactive catalog that delivers a complete solution for field-based order entry and order tracking so that sales and service reps can provide accurate product, pricing and inventory information, take orders or track status, all at the point of sale or service.

- **Mobilize Web™**

Mobilize Web is a complete solution for publishing, managing and distributing sales materials to your mobile sales force and third-party channels. It's a portable Intranet or Extranet that puts always-current facts and literature at the fingertips of the mobile worker. Unlike the company Intranet, Mobilize Web can be accessed anywhere, from any device, with or without an online connection.

- **Mobilize Presentations™**

Mobilize Presentations is designed specifically for compliance-sensitive industries like Financial Services. It's the only end-to-end presentation management system that automates the creation, distribution, and customization of corporate-approved presentation materials. Enterprises can instantly update their entire sales force, centrally control the messages conveyed by their wholesalers and mobile sales professionals, and maintain a complete legal audit trail.

- **Mobilize Build™**

Mobilize Build is our proven services methodology for deploying mobile enterprise applications, customized to your needs, within 60 days. Leveraging our deep mobility expertise, Mobilize Build's disciplined approach requires a minimum of your resources, gives you total control and visibility, and is backed by our 100% money-back guarantee.

All Mobilize applications come with a 100% satisfaction guarantee and are designed to work online or offline, over all devices, across all networks, and can be implemented in less than 60 days.



Mobilize 5-Star Promise

Online or Offline
All Devices
All Networks
60-day implementation
100% guarantee

Benefits for the Enterprise's Four Mobility Stakeholders

Other vendors solely focus on equipping the mobile worker. But Mobilize understands that huge returns from mobile investments are only possible when the needs of all four of the enterprise's "mobility stakeholders" are addressed:

- Senior executives (e.g., CEO, CFO and CIO) who must streamline all aspects of field operations while growing revenues adopt our applications to make their businesses faster and more profitable.
- Field sales and service personnel benefit from always having access to the corporate information systems needed to conduct business, with or without an Internet connection. This improves customer satisfaction and enhances mobile worker productivity at the point of sale or service, thereby increasing revenue and lowering operation costs.
- Headquarters-based professionals in marketing and customer service use Mobilize applications to centralize control over field communications and speed the publication and delivery of information to their sales channels and service partners. Business moves faster and companies slash the cost and time required to support their field organizations.
- IT and e-business professionals rely on our application services to implement a secure mobile architecture that easily handles future changes in mobile devices, networks and back-end systems for a low total cost of ownership.

Blue-Chip Customers

At Mobilize, we've been solving enterprise mobility challenges since 1995 with technologies and services that are proven in battle. Our professional services team has successfully managed over 120 customer deployments. Mobilize applications are relied on by blue-chip companies throughout the hi-tech, financial and manufacturing industries, and include major deployments with companies like Fidelity Investments, Oppenheimer Funds, Compaq, Dell, Microsoft, IBM, Hewlett Packard, Lexis-Nexis, Motorola, JD Edwards and others.

Proven Technologies From The Mobility Experts

Mobilize has assembled an elite technical staff with decades of experience in application and server development, network management, supply chain management, data warehousing and wireless communications. The company benefits from a seasoned leadership team with experience in managing high-growth organizations and know-how from senior positions held at Hewlett Packard, Oracle, Netscape, Digital Equipment Corporation and Silicon Graphics. CEO Bob Pinna is a 16-year veteran of the software and network management industries. He authors a regular column for Wireless Business and Technology, and is a sought-after visionary of enterprise mobility challenges and solutions.

As a company, Mobilize is set up to act as a "mobile partner" to the corporate IS/IT team. Using a flexible Application Service Provider (ASP) model, IS/IT can choose to outsource as much or as little technology as desired. This allows IS/IT to focus on delivering a competitive advantage to their internal customers while outsourcing activities that are not core to their mission.

Mobilize's enterprise applications (Mobilize Commerce, Mobilize Web, Mobilize Presentations, etc.) are designed to work across all networks and mobile devices, online or offline and can be implemented in less than 60 days. These capabilities are made possible by the Mobilize Application Platform™ (MAP™). MAP is the underlying technology that mobilizes individual applications and corporate content. This platform is included as part of any deployment and creates a foundation for quickly "snapping-in" mobile applications or enhancements. Conceptually,

MAP provides a two-way bridge between corporate information systems and mobile workers, and was designed to:

- Integrate quickly into existing IS/IT infrastructure through a combination of XML data transfer, common business objects, and an innovative, dynamic approach to business modeling.
- Give mobile workers a single, consolidated view of the enterprise by providing both data and application integration of existing information systems.
- Overcome the bandwidth and connection limitations of wireless networks by combining industrial-strength synchronization with intelligent download algorithms to enable mobile access to information that is always-current, always-available.
- Ensure compatibility with the rapid changes in mobile devices and wireless data technologies by providing a two-way, device independent "gateway" between existing infrastructure and the mobile worker.
- Give headquarters the ability to centrally manage all mobile devices and the business applications deployed on them.
- Complement corporate security architectures with robust authentication, encryption, access, theft control and termination capabilities.

Partners and Investors

We've built partnerships with other leading vendors to develop comprehensive mobile solutions for the enterprise. Our partners include:

- New Era of Networks (NEON) for Enterprise Application Integration.
- IcomXpress for workflow and content management.
- NowDocs and E-distributions.net for print fulfillment services.
- Powerize.com for account intelligence services.
- AT&T Wireless, Verizon, Global Wireless and Sierra Wireless for mobile services and devices.
- PlaceWare for integrated Web conferencing.
- Genesys for audio conferencing.

Our investors include GartnerGroup's venture arm SI Ventures, Draper Fisher affiliate Access Ventures, and NEON the leading enterprise application integration firm. Our investment bank, UBS Warburg is currently conducting a pre-IPO private placement financing.

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