

ORACLE® - Cut Costs and Drive New Revenue

Wireless technologies are revolutionizing existing business processes and creating new opportunities for enterprises. Oracle's industry leading mobile solution provides out-of-the-box applications and the ability to develop, deploy and manage custom mobile applications that take advantage of advanced wireless services. Enterprises running Oracle are finding new ways to interact with employees and customers, cut costs, and drive new revenue, all the while gaining a competitive advantage.

Revolutionize Your Business Processes

Enterprises embraced the Internet for its efficiencies in delivering information from computer to computer. Wireless technology is taking this to the next level by becoming the intermediary, bridging the gaps and enabling information access from anywhere. By breaking down the barriers to information access, wireless technology extends the reach of existing investments and unleashes the potential of your company employees, customers and partners by facilitating interaction.

The key to effective mobile computing is following these five steps to mobilize your enterprise.

- First, create the internal business case for making an application or business process mobile. This includes building internal support and determining the tangible costs and benefits of a mobile solution.
- Second, decide on the application scope, determining the usage situation, desired business flows and most the appropriate access channels. Here companies should also determine what can be purchased out-of-the-box and what needs to be built using in-house IT resources.
- The third step is the actual development or integration of the mobile applications.
- The fourth step involves deploying the application, either in house or outsourced.
- The last step is an internal assessment of the benefits from the mobile solution and defining best practices for future projects.

Going through this process, companies can ensure they are:

- Mobilizing the right business processes,
- Extending the business process through the right access channels
- Developing the right amount of functionality
- Deciding on the right deployment model and support
- Identifying new opportunities for mobile; defining best practices
- Ensuring the solution has a tangible ROI

The return on investment of a mobile application increases as it becomes more specialized, enables employees to make better business decisions, and is integrated into the enterprise's business flow.

Mobilize Your Enterprise with Oracle

Oracle identified the potential of wireless early on, and has developed mobile products for a decade. The centerpiece of Oracle's mobile platform are the wireless and voice features of Oracle9i Application Server (Oracle9iAS Wireless). This platform enables the development, deployment and management of mobile applications accessing data in your existing enterprise application environment. Supporting three models of information access (push, pull, and persistent) and a comprehensive set of advanced services, Oracle9iAS Wireless is the fastest and most cost-efficient way to start streamlining your business processes.

- **Push** – Keep employees, customers and partners informed with event, time and location driven alerts. Messages can be sent via SMS, Voice, WAP, Fax and E-mail. Many channels accept responses and allow asynchronous interactive messaging.
- **Pull** – Access corporate data and other time sensitive information via web-enabled devices and voice. User initiated requests require a live wireless connection.
- **Persistent** – Access critical business data when wireless connectivity is not available through a local data store or Oracle9i Lite database. Data capture and forms entry is feasible and uninterrupted when offline.

Continued on next page

ORACLE® - Cut Costs and Drive New Revenue

Building on top of its support for online, offline and messaging based applications, Oracle9iAS Wireless offers the following application catalysts that enable enterprises to mobilize quickly and easily.

- **Location** – Location based services enables the development of location aware applications such as access to maps, driving directions, traffic reports, or nearby businesses and services.
- **Personalization** - Store your preferences, personal information and frequently used parameters, including location pre-sets. Configure your services to be delivered to the device you want at the time you want.
- **Provisioning** – Configure your devices over-the-air and manage the deployment of your wireless and J2ME applications.
- **Content Syndication** - Transcoding enables content conversion to the target device markup language. Reuse your existing HTML applications for delivery to any device, including voice.
- **Synchronization** - Synchronize business data, PIM and e-mail between the Kyocera 7135 smartphone and back-end data store wirelessly or via the cradle at your desk. SyncML supported.

Oracle9iAS Wireless is based on open J2EE, HTTP (SSL/HTTPS), and XML standards for easy integration with current technology and for investment protection of future technology.

Applications

Mobile Office

- E-mail
- Calendar
- Tasks
- Address Book
- File Management
- Driving Directions
- And more

Mobile-Enabled E-Business Suite

- Mobile Sales
- Mobile Field Service
- Mobile Expenses
- Mobile Accounts
- Mobile Supply Chain
- Warehouse Management
- And more

More Information

Oracle9iAS Wireless has been ranked as the leading mobile middleware by the top three analyst firms. For more information about Oracle's products and services, please visit <http://www.oracle.com/mobile>.



Kyocera enterprise solution providers are independent third parties who have developed mobile solutions for the Kyocera 7135 smartphone. To use a solution, please contact the provider directly. Kyocera is not responsible for and makes no warranty or representation as to any solution. Kyocera is not responsible for any liability or damage arising from the purchase or use of any solution. Use of any solution is at the users own risk.