

PlatformSpotlight

AnyDevice GoAnywhere Platform™

Your Technology Bridge To The Mobile Age

Introduction

Today's Internet Economy has entered The Mobile Age™. And for your business to succeed, you must reach increasingly mobile employees, customers and other valued audiences...anytime, anywhere, and on any device. But where do you begin?

AnyDevice, a pioneer developer of wireless, broadband and telecom platform software and applications, has the answer.

We start by leveraging your existing investments in PC-based initiatives, such as your Web site, Intranet, e-mail, eCommerce, SFA, ERP, CRM and legacy systems. AnyDevice quickly extends your existing infrastructure through our server-based software products, giving you what we call The Power To Go Anywhere™.

GoAnywhere Platform Features and Benefits

Supports a combination of standard technologies

By supporting Extensible Markup Language (XML), XML Path Language (XPath), Extensible Stylesheet Language (XSL), WAP/WML technology, HDML, VoiceXML and other standards, the platform enables a wide variety of devices to interact with existing applications.

Leverages existing infrastructure and data sources

Simple tools enable businesses to take existing content and applications to new levels of accessibility. There is no need to retool or rewrite in order to take full advantage of AnyDevice's platform.

Provides "develop once, publish on any device" capabilities

This enables developers to generate the necessary source code (AnyDevice SiteXML) and eliminates the need to generate the SiteXML several times over to support multiple devices.

Utilizes strong encryption technology

As a result, the platform provides a secure mobile commerce environment for both B2B and B2C companies.

Offers a flexible, scalable and device-neutral architectural environment

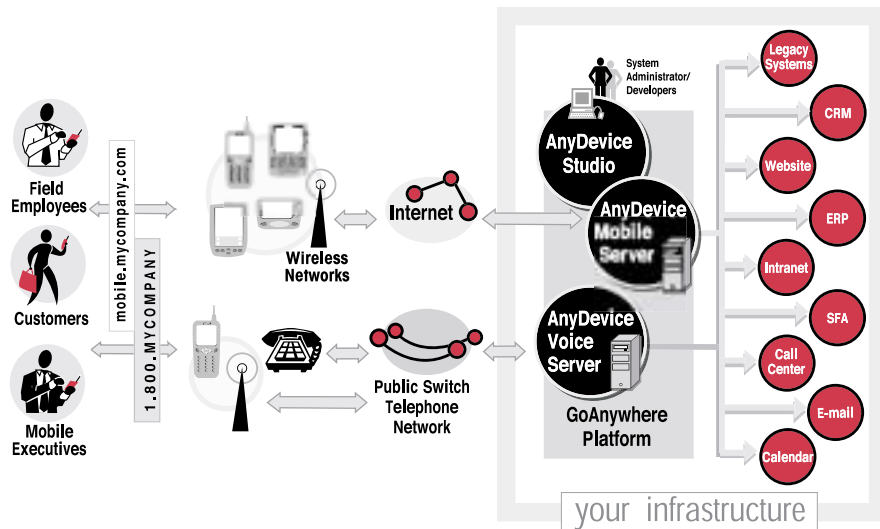
This approach enables software developers to define the most critical elements of a mobile initiative and quickly generate wireless, broadband and telecom applications.

Integrates AnyDevice Mobile Server with AnyDevice Voice Server

This provides landline telephone access to any application via the Voice Server, utilizing VoiceXML and text-to-speech technologies.

Offers customizable architecture through Web-based tools

This allows end-users to configure and maintain information about their devices and select content they want to access from each device.



AnyDevice's GoAnywhere Platform

Available under software licensing agreement, the GoAnywhere Platform accelerates the development of mobile and telecom applications. We integrate our software platform with your existing enterprise infrastructure and data sources, including legacy systems.

AnyDevice's platform offers a flexible, scalable and device-neutral architectural environment. This approach enables software developers to define the most critical elements of a mobile initiative and quickly generate wireless, broadband and telecom applications.

PlatformSpotlight

AnyDevice GoAnywhere Platform™

Platform Components & Tools

AnyDevice Mobile Server™, available through software license or a subscription-based model, includes several components and tools:

- *AnyDevice Mobility Engine™ powers the platform. This component acts as a bridge, utilizing both adapters to automate interaction with data sources and renderers that transform a device-neutral representation of an application into device-specific formats.*
- *AnyDevice Personalization™ includes Web-based tools for end-users and system administrators. AnyDevice Organizer™ is an interface for end-users to easily personalize their mobile service. AnyDevice Manager™ enables system administrators to monitor and manage the platform directly from any Web browser.*
- *AnyDevice Notification™ enables both event-driven alerts and schedule-driven updates. This component simplifies the complex task of pushing personalized information to end-users.*

AnyDevice Studio™ is a visual tool allowing developers to create SiteXML™, our proprietary source code, which describes applications in a device-neutral way. This enables any supported wireless or landline device to receive Web content or enterprise information from any location.

AnyDevice Voice Server™, available through software license or a subscription-based model, is a VoiceXML telecommunications server and utilizes advanced text-to-speech and speech recognition technology. The voice server allows anyone with a telephone to access any content or application enabled on our platform.

Other GoAnywhere Services

GoAnywhere Hosting™, available through a subscription-based model, includes applications development, full-service hosting, site monitoring, tracking and reporting. Our hosting service is designed for companies looking to offload the burden of managing wireless and landline access to their applications across multiple devices.

Our Customers

AnyDevice works with systems integrators, wireless carriers, hardware OEMs and companies ranging up to the Global 2000. We've successfully developed and deployed mobile initiatives for industry-leading enterprises across several vertical industries. Whether your company can benefit from licensing our software platform or taking advantage of our subscription-based offering, AnyDevice can help you excel in The Mobile Age.

Our Mission

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AnyDevice Voice Server™

Voice-enable Your Web Content and Enterprise Applications

AnyDevice Voice Server Features and Benefits

Scalable architecture

As a user-base grows and businesses offer additional voice-enabled information and applications, the Voice Server can easily be scaled or deployed in a cluster configuration to support this additional load.

Integration with AnyDevice Mobile Server and AnyDevice Studio

This enables businesses to accelerate the development of voice applications, while consolidating development teams and reducing overall costs.

Supports a number of different protocols and languages

This enables the Voice Server to interact with enterprise-critical applications such as ERP, SFA, CRM, calendaring, e-mail and legacy systems.

Extensive voice recognition capabilities

Unlike basic voice recognition systems, the Voice Server accurately recognizes dialects and languages without additional voice training. Because of the server's natural language and grammar capabilities, there is no need for users to alter their normal speech patterns.

Leverages existing content

Because the Voice Server interacts with and interprets data received from the Mobile Server, businesses no longer need to rewrite or recreate applications for delivery to voice-enabled devices.

Stand-alone capability

Although the Voice Server can be integrated into the entire suite of GoAnywhere products, its architecture enables it to be used as a stand-alone server that can effectively integrate with other VoiceXML feeds.

Expanded audience

Researchers estimate that in the next three years, almost three times as many people will connect to the Internet via a wireless or landline phone as will connect using a traditional wired PC.

Introduction

In today's Mobile Age, people demand more than just direct access to the vast wealth of information, content and services on the Web. They want convenient access when and where they need it.

Many companies are addressing this need by "mobilizing" their existing infrastructures, Web content and eCommerce applications, enabling employees and customers to access information on all types of wireless and landline devices.

But for many users, this is not as convenient as it could be. Display screens and keypads can be small and difficult to read and use. These users want to request information and conduct transactions simply by speaking into their phones and getting back easy-to-understand "voice" responses.

To meet this demand, businesses must find an efficient way to "voice enable" their existing enterprise data without the complication and cost of rewriting or recoding their telecom applications.

AnyDevice Voice Server

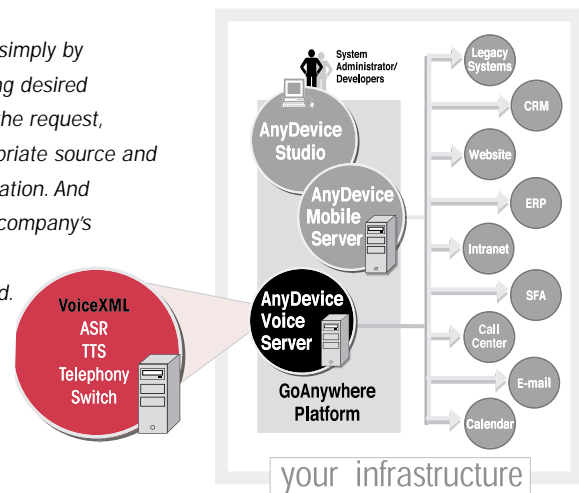
Available under software license or through a subscription-based model, AnyDevice's Voice Server enables enterprises to quickly and easily "voice-enable" their existing Web content and other applications, making this data available to users over wireless and landline telephones.

Users can "browse" a site or application simply by speaking into their phones and requesting desired information. The Voice Server interprets the request, retrieves the information from the appropriate source and delivers it in the form of "spoken" information. And because the server integrates with your company's existing infrastructure, users can easily conduct transactions via the spoken word.

Our Voice Server interacts with AnyDevice's GoAnywhere Platform™ and its Mobile Server™ to extract and translate content from a number of different sources including HTML, LDAP,

SQL, API, IMAP and ICAP. The Mobile Server translates the device-neutral rendering of the content, known as AnyDevice SiteXML™, into VoiceXML, the emerging standard for developing voice-enabled applications. The Mobile Server then routes that to the Voice Server for interpretation.

By deploying an integrated Voice Server and Mobile Server, developers can render applications to a mobile and/or voice interface. Through the AnyDevice Studio, the same applications and content written for mobile devices, can be made available to voice devices by rendering VoiceXML. As a result, the development team that created the mobile application can now support a telecom interface without the need for additional resources and with greater speed and efficiency. Businesses also can lower associated hardware and software costs.



PlatformSpotlight

AnyDevice Voice Server™

Other Platform Components & Tools

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- **AnyDevice Personalization™** includes Web-based tools for end-users and system administrators. **AnyDevice Organizer™** is an interface for end-users to easily personalize their mobile service. **AnyDevice Manager™** enables your system administrators to monitor and manage the platform directly from any Web browser.
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Other GoAnywhere Services

GoAnywhere Hosting™, available through a subscription-based model, includes applications development, full-service hosting, site monitoring, tracking and reporting. Our platform-hosting service is designed for companies looking to offload the burden of managing wireless and landline access to their applications across multiple devices.

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PlatformSpotlight

AnyDevice Organizer™

Enabling Any Web-enabled Device To Receive Information From Any Source

AnyDevice Organizer Features and Benefits

Simple, easy-to-use Web-based interface

Organizer's Web-based interface walks end-users through each step of the sign-up and activation process, providing clear instructions and supplemental information along the way.

Customizable interface

Organizer's interface can easily be customized to blend seamlessly with the look and feel of your existing sites and applications. Style sheets can be used to control the appearance of the application, including conversion to foreign languages, brands, logos and advertisements, added around any of Organizer's standard fields.

Allows for personalization

Organizer enables users to tailor their service by selecting the exact information they want and defining content delivery schedules that meet their individual needs, encouraging loyalty and increased usage.

Support for multiple device types

Organizer supports a wide variety of device types "out of the box" and can be quickly adapted to support new device types as they emerge in the mobile market place.

Introduction

As companies in *The Mobile Age* begin to mobilize their enterprise information, Web content and eCommerce applications beyond the PC to wireless and landline devices, they face several challenges.

They must make it simple for employees and customers to access, customize and use their mobile services. One proven strategy in building active customer relationships and encouraging loyalty is personalization. When users can create a personalized mobile service, they're more likely to maintain an ongoing business relationship and to "spread the news" to friends and colleagues. They're also less likely to stray to competitors' sites.

In addition to building a wide base of loyal, active customers, companies also must ensure that the investment in their mobile initiatives enhances and extends their brand recognition.

AnyDevice Organizer

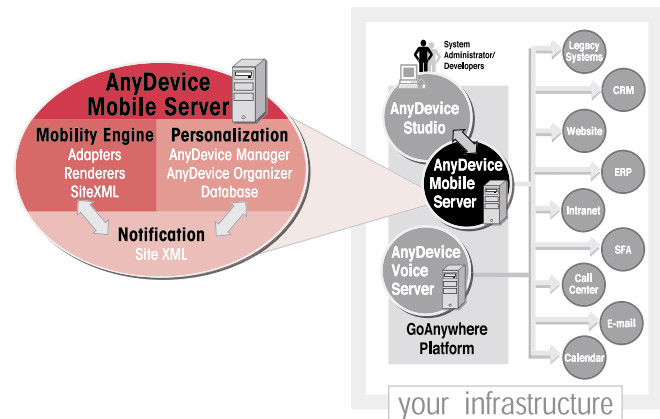
AnyDevice Organizer is a brandable, Web-based tool of the AnyDevice GoAnywhere Platform™. It makes it simple for your end-users to sign up for and personalize their mobile services.

Users accessing a site equipped with Organizer can quickly and easily sign up for service, choose their devices, select the channels of information they want to receive and schedule regular updates to their devices — all from their browser.

Because Organizer is brandable, the interface can be customized so that it blends seamlessly with the look and feel of your Web content or Intranet, further promoting your company's corporate messages. Brands and advertisements can be added around any of the standard Organizer fields, offering you a way to increase revenue by offering advertising space to other businesses.

In a typical scenario, a company offers customers a number of different channels, or sets, of information. For example, one company may offer their users weather, news and traffic channels while another may offer just sports news and scores. A company using Organizer internally may offer channels specifically designed for different departments, such as Sales, Human Resources and Marketing. Users wanting to receive this information on their mobile or landline devices simply log on to the site, set up their account, and select the specific channels they want to receive and the times when they want to receive them.

Once end-users set up accounts, they can log on to Organizer as often as they like to modify selections.



PlatformSpotlight

AnyDevice Organizer™

Organizer And The GoAnywhere Platform

Organizer is a tool that runs on the AnyDevice Personalization™ component of the AnyDevice platform. Personalization maintains and manages end-user and device information necessary to implement the AnyDevice mobile service.

The Personalization component works with the AnyDevice Notification™ and AnyDevice Mobility Engine™ components to retrieve the requested information, translate that information into a device-specific format and deliver automatic updates and alerts to the user's device.

The Notification component, which manages scheduled notifications and alerts, regularly scans the database, searching for scheduled events. When it identifies a scheduled event, the Mobility Engine component coordinates the retrieval and formatting of the requested data and delivers the content to the user's device in a format optimized for presentation on that specific device type.

Other GoAnywhere Services

GoAnywhere Hosting™, available through a subscription-based model, includes applications development, full-service hosting, site monitoring, tracking and reporting. Our platform-hosting service is designed for companies looking to offload the burden of managing wireless and landline access to their applications across multiple devices.

Our Customers

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PlatformSpotlight

AnyDevice Personalization™

An Easy And Effective Way To Know Your Users And Manage Your Platform

AnyDevice Personalization Features and Benefits

Supports existing LDAP and other databases

Personalization's Manager tool provides an LDAP adapter that enables your business to leverage the user information already stored in its databases when provisioning service users.

Provides "real time" and historical system usage statistics

Personalization's database maintains current and historical statistics about the AnyDevice service. This capability is critical to your organization as it manages its sites and applications, track trends over time and plans for future enhancements.

Offers scalability

For standard platform deployments, Personalization can be installed on the same server as other platform components, eliminating the costs and effort involved in purchasing and managing several servers. As the service grows, however, your business can install platform components on separate servers to support higher loads and increased traffic.

Simplifies account management

Because AnyDevice Manager gives system administrators authorized access to logged database information, they can automatically update their AnyDevice account information and instantly access current and past billing information.

Streamlines issue management

Successful issue management is critical to ensuring the satisfaction of mobile end-users. AnyDevice Manager enables end-users to report and track issues related to the operation of their AnyDevice service.

Enables customization

Customization of AnyDevice Organizer can be accomplished through the use of style sheets and the addition of brands and advertisements around the standard Organizer fields. Manager enables its users to quickly change Organizer's color scheme and fonts.

Introduction

Successfully implementing a mobile initiative requires more than just extracting and translating enterprise data and applications and distributing them to mobile devices. Your business needs a way to efficiently manage your mobile service and the vast amount of information and data required to make it work.

AnyDevice Personalization

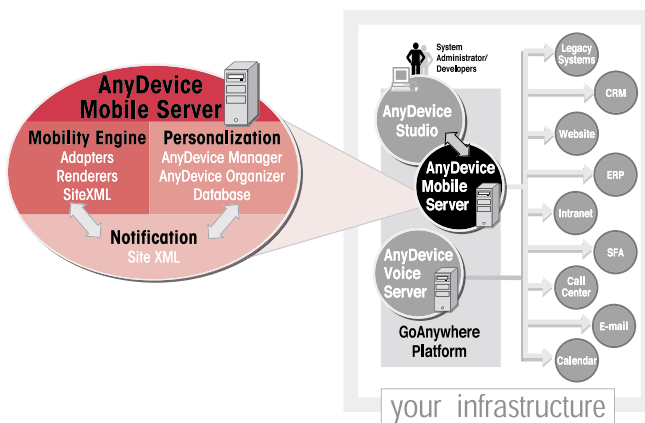
AnyDevice Personalization is one of three basic components working together to power the AnyDevice GoAnywhere Platform™. Personalization collects and manages all user and system information needed by the platform's other two components — the AnyDevice Mobility Engine™ and AnyDevice Notification™ component — in order to deliver the AnyDevice service.

The Personalization component includes two browser-based tools: AnyDevice Organizer™ and AnyDevice Manager™. These tools enable mobile users to sign up for and customize their service. They also provide a way for system administrators to efficiently monitor and manage our platform.

All information collected by these two tools — from device specifics and content selections to billing and ticket information — is logged to the Personalization database. The Mobility Engine and Notification components then access this information to retrieve selected content, format it in the appropriate device-specific formats and send alerts and notifications to devices at scheduled times.

AnyDevice Organizer

AnyDevice Organizer is a brandable, Web-based tool that makes it simple for end-users to sign up for and personalize their mobile service. The simple, browser-based interface walks users through the steps for sign-up, device set-up, information channel selection and update-scheduling. Organizer supports style sheets, allowing brands and advertisements to be added around the standard fields. This gives you a way to extend your brands and increase revenue by offering advertising space to other businesses.



PlatformSpotlight

AnyDevice Personalization™

AnyDevice Manager

AnyDevice provides two versions of Manager, one designed for monitoring a software licensed GoAnywhere Platform and one for managing a subscription-based GoAnywhere Hosting™ service.

- **Software licensed model**

This version of Manager assists in setting up and managing a company's mobile work force. Because Manager utilizes an LDAP server, administrators can use it to quickly provision users and control user privileges. Administrators can also use Manager to customize the look of the AnyDevice Organizer™, the brandable tool that enables users to sign up for and personalize their mobile service.

- **Subscription-based model**

This version of Manager gives your business an efficient way to monitor and manage your AnyDevice service by providing "real time" information needed to ensure optimal system performance and ongoing user satisfaction. Manager enables authorized users to view up-to-date system usage statistics. Manager also provides a way to quickly report issues to AnyDevice and track our progress in resolving those issues. And because Manager can access account information stored in AnyDevice's databases, you can view current and past invoices, update technical and billing contact information and set account preferences.

Other Platform Components & Tools

AnyDevice Mobile Server™, available under software license or through a subscription-based model, includes several components and tools:

- **AnyDevice Mobility Engine™** powers the platform. This component acts as a bridge, utilizing adapters to automate interaction with data sources and renderers that transform a device-neutral representation of an application into device-specific formats.
- **AnyDevice Personalization™** includes Web-based tools for end-users and system administrators. **AnyDevice Organizer™** is an interface for end-users to easily personalize their mobile service. **AnyDevice Manager™** enables your system administrators to monitor and manage the platform directly from any Web browser.
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PlatformSpotlight

AnyDevice Studio™

The Fastest And Most Effective Way To Create Mobile Applications For Multiple Devices

AnyDevice Studio Features and Benefits

Puts control back in your hands

Studio lets you maintain control of the content, services and branding on your mobile service. You pick and choose the content you want to provide and determine exactly how it should display. With Studio, the end-user experience is entirely within your control.

Reduces time to market

Because you no longer have to outsource your mobile Web development projects or spend significant time undertaking complex coding in-house, you can get your brand out to market and into your customers' hands before your competition.

Offers unmatched flexibility and adaptability

Studio comes with a full set of predefined "adapters" that you can use to standardize the translation of content from a number of different sources, including XML, HTML, SQL, API and LDAP. More importantly, Studio enables you to create new adapters "on the fly." As new standards emerge, you need only create a new plug-and-play adapter and you're ready to extract and translate content and deploy it to all devices.

Easy to use graphic interface

Studio's user-friendly interface makes creating your sites as simple as a few clicks. Floating palettes, drag and drop, expandable tree directories, preview windows and context-sensitive toolbars and controls make the process of building your site faster and easier than ever before.

Eliminates the need for multiple versions of the same site

Because Studio standardizes the way content is displayed on the different device types, you no longer have to create and maintain a separate site for each device. Create a site once and it's ready for deployment on multiple device types.

Provides built-in simulators for testing

Studio's built-in simulators let you test your sites and applications on different devices as you develop them.

Introduction

Your company has decided to mobilize and extend your mission-critical data, Web content, intranets, extranets, enterprise and eCommerce applications and legacy systems beyond the PC to wireless and landline devices. You want your customers, partners, distributors and workforce to access this diverse information on the devices of their choice.

But how will you accomplish this?

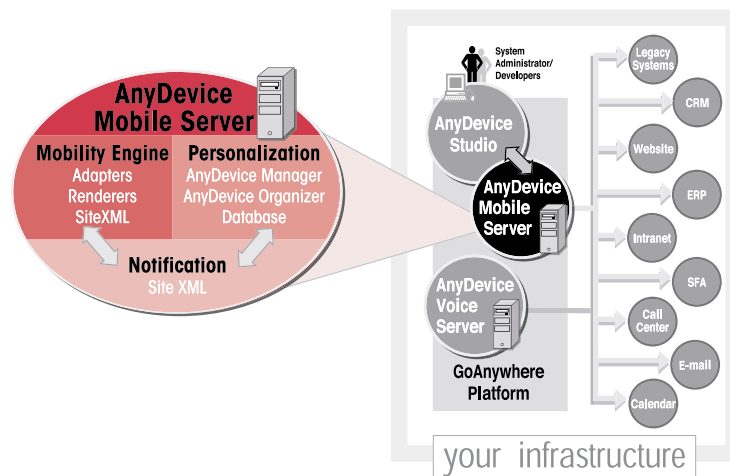
You need a development tool that enables your team to create mobile, broadband and voice applications quickly and easily, deploying them to a wide variety of devices. And you need more than just a simple "screen scraper." You need a tool that is flexible and adaptable, one that can extract data from all sources, not just HTML, and support new devices as they emerge. You need to be able to create a site just once, not five or six times, and have the same look and feel regardless of the device type.

AnyDevice Studio

AnyDevice Studio is a graphical, desktop development tool that is central to our GoAnywhere Platform™ software. It enables your business to quickly and easily take data from different sources and deliver that content to multiple devices.

Studio creates SiteXML, AnyDevice's proprietary source code, enabling any supported wireless or landline device to receive content from any data source. It standardizes the way content is distributed to different devices and expedites the translation of data from various sources. Because Studio recognizes and organizes data from a number of different sources, such as Web feeds, LDAP servers and database repositories, Studio users can capture data from any source and distribute it to any device.

AnyDevice Studio works with most data sources, including XML, HTML, WML, LDAP, IMAP, ICAP, Text and Database Connections. You can even create new adapters, enabling access to your own custom data sources.



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AnyDevice Studio™

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PlatformSpotlight

AnyDevice Manager™

The Web-based Tool For Real Time Platform Management

AnyDevice Manager Features and Benefits

Issue management system

This enables authorized users to report and track issues related to the operation of their service.

Project management capabilities

Manager enables a company's users to view and monitor the status of ongoing projects that AnyDevice has undertaken for them. The Project window displays the list of all current projects and their status.

Database integration

This provides an LDAP adapter, enabling you to leverage the user information already stored in your LDAP database (or other databases) when provisioning end-users. Each time Manager opens, its user data is synchronized with the specified database, ensuring accurate and up-to-date information.

Real time and historical usage statistics

Manager's relational database maintains detailed current and historical statistics about the AnyDevice system. These statistics are extremely useful as your business manages its sites and applications, tracks trends over time and plans for future enhancements.

Customization ability

System administrators can quickly customize the look and feel of AnyDevice Organizer, the brandable tool for end-users to personalize their mobile service.

Account management

Because Manager provides access to logged database information, authorized users can automatically update their account information and preferences.

Easy-to-use Web-based interface

Manager's interface makes it simple to use a browser to access detailed information and input data.

Introduction

For your company to excel in The Mobile Age™, it's not enough simply to extract, translate and distribute your enterprise applications and Web-based content to supported mobile devices. You must have a way to efficiently manage your mobile initiatives.

In order to provide users with the best possible service, you need to know what is going on. Which content channels are the most and least popular? Which devices are customers using most frequently? How many users have registered and how many users are actively using the service? Having the answers to these questions enables you to adjust your service to better meet your customers' needs.

Beyond that, you also need an efficient way to set up users and deal effectively with the internal issues involved in managing your system.

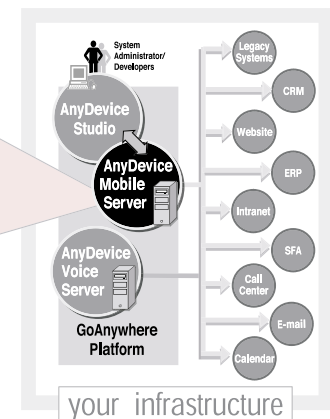
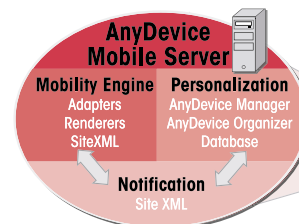
Without a means for efficiently accomplishing these system management tasks, you may not be able to provide users with the best possible experience.

AnyDevice Manager

AnyDevice Manager — a core tool of our GoAnywhere Platform's™ Mobile Server – enables businesses to monitor their mobile service from within their browser. AnyDevice provides two versions of Manager, one designed for managing our software licensed platform, another for monitoring a subscription-based, AnyDevice-hosted service.

When used by your system administrator, Manager assists in setting up and managing your mobile workforce. Because Manager utilizes an LDAP adapter, administrators can use Manager to quickly provision users based on the information stored in LDAP and other types of databases, saving significant time and effort.

Administrators also can use Manager to customize the look of AnyDevice Organizer™, the brandable tool that enables end-users to sign up for and customize their mobile service. This capability is particularly useful in organizations that need to deploy several versions of Organizer, as each can have a distinct color and font scheme.



PlatformSpotlight

AnyDevice Manager™

Manager And The GoAnywhere Platform

AnyDevice Manager runs on the GoAnywhere Platform's Personalization™ component, one of three components working together to create and execute AnyDevice mobile applications. Personalization collects and manages all user and system information needed by the platform's other two components - the Mobility Engine and Notification component — in order to deliver the AnyDevice service.

System information, including historical and current system usage statistics, is logged to a relational database. Manager accesses and displays this stored data in a Web-based interface. It also interfaces with LDAP and other databases, enabling your business to leverage its existing user information.

Other GoAnywhere Services

GoAnywhere Hosting™, available through a subscription-based model, includes applications development, full-service hosting, site monitoring, tracking and reporting. Our platform-hosting service is designed for companies looking to offload the burden of managing wireless and landline access to their applications across multiple devices.

Our Customers

AnyDevice works with systems integrators, wireless carriers, hardware OEMs and companies ranging up to the Global 2000. We've successfully developed and deployed mobile initiatives for industry-leading enterprises across several vertical industries. Whether your company can benefit from licensing our software platform or taking advantage of our subscription-based offering, AnyDevice can help you excel in The Mobile Age.

Our Mission

To help businesses excel in The Mobile Age by being the preeminent provider of server-based software products that accelerate and streamline the development of wireless, broadband and voice applications, while reducing associated costs.

To learn more about how AnyDevice can give your business The Power To Go Anywhere, please visit us at www.anydevice.com

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