



“The *Movilizer* is the
Low Cost Mobile
Applications Platform
for enterprises.”



Movilizer
by Movilitas Solutions

"Why is it Low Cost?"



1 No new *mobile* Hardware.

You don't need to buy any new mobile hardware. Movilizer client supports connected (online) and disconnected (offline) work and runs on any mobile phone (not only on smart phone), so that you can re-use your current mobile devices to run mobile applications. Nokia, Sony Ericson, Motorola, Blackberry, HTC or Intermec devices are supported.



2 No *IT Infra-* *structure*, no Middleware.

You don't need to install any IT infrastructure. The Movilizer middleware is On Demand. You only need to call the Movilizer webservice from your backend system or work standalone in a user-friendly Movilizer Portal environment, which enables you to design and deploy mobile applications.



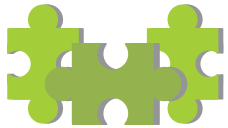
3 No external *consultancy* required for the implementation.

You don't need to spend money on external consulting for the implementation. Movilize it yourself! Obviously, although you will be able to implement lean scenarios in minutes or hours without any consulting, more complex and refined scenarios will require integration efforts. However, and this the important change in the paradigm: the effort is purely on the backend. The business logic to connect to the Movilizer is something that you build in your business application whatever it is (e.g. ABAP development to integrate with SAP Plant Maintenance or SAP CRM Service Module). With the Movilizer you can forget about mobile middleware and thick mobile client applications. This is a story of the past. You focus on building your specific business logic in the environment that your IT people know best. Additionally, the Movilizer comes with pre-packed connectors to SAP PM and other SAP ERP or SAP CRM modules.



4 No *license* costs.

Only *Support fees* per live user and month.



5 Combine information from different *backend systems* in a single mobile app.

Movilizer follows the “Lego principle”, which means that the Movilizer allows you to combine different business processes (linked to different backend systems like SAP ERP, SAP CRM, non SAP Back-ends, Excel Spreadsheets etc.) in a single mobile application and supports “mixed roles” for your mobile users. In this way the same mobile users could execute preventive work orders from a SAP PM system, urgent work orders from a legacy system, create leads in a SAP CRM or Salesforce.com system, capture times in an SAP CATS system and fill a marketing survey from an Excel based marketing application.



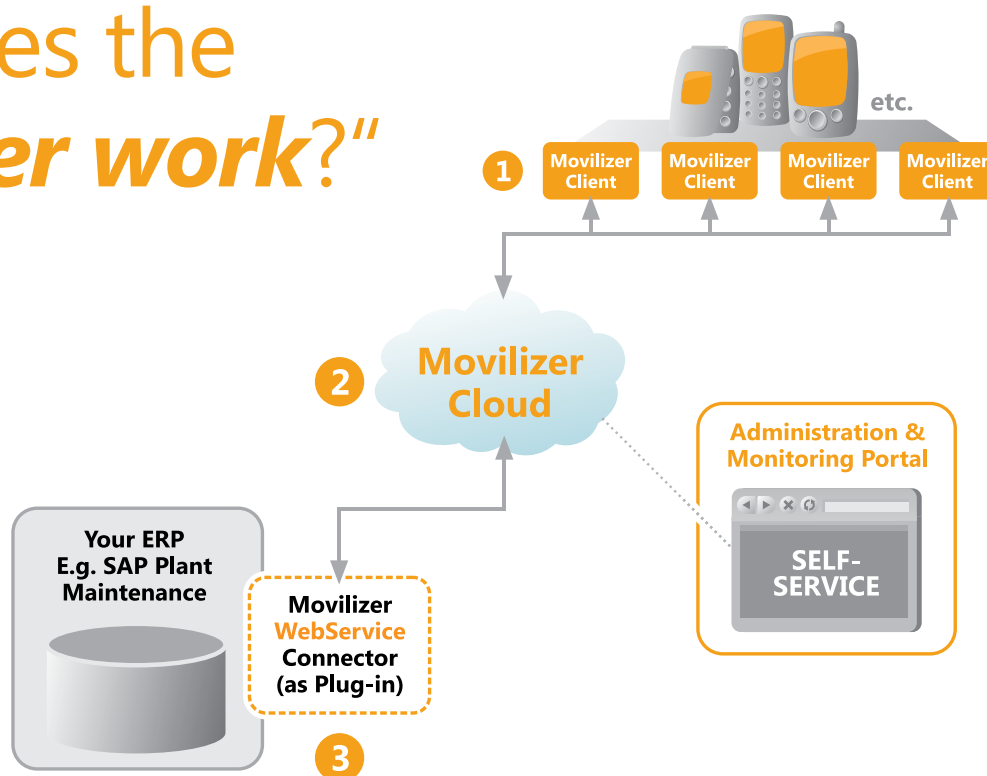
6 Flexibility to change the mobile apps “*on the fly*”.

Changing the screen flows, adding new fields, removing fields, or even adding new screens and rolling out the new changes can be done in seconds without having to deploy a new mobile application. Experienced mobility architects know that this becomes a key show stopper to process changes in even medium size roll-outs of mobile applications. At the same time this is normally the key main advantage of pure online applications. The Movilizer however, supports business process changes “*on the fly*”: no new rollouts and deployments required to change the business process. Like pure online mobile applications, but with offline charm...

“For whom is the *Movilizer* interesting?”

- 1 For companies of **any size** (regardless of the backend system) that have to mobilize external maintenance personnel (e.g. subcontractors for out-source maintenance works, operators working for a limited period of time etc.)
- 2 For medium or small size companies (regardless of the backend system) operating on a regional level with **low budgets** and limited resources to mobilize their maintenance scenarios.)

“How does the *Movilizer* work?”



The *Movilizer* follows a software-as-a-service approach. Thus out of your backend system you call the *Movilizer* webservice to the centrally managed *Movilizer* private “Cloud”. The *Movilizer* then assumes responsibility of mobilizing your data: thus distributing it to the mobile devices, running the application and collecting the mobile data captured by your mobile uses and passing it back to your **backend system**.