

# Don't Worry About Reprints



Search:  **Forbes.com** Quotes Video Web Blogs Advanced

- INSIDE FORBES.COM:**
- World's Most Expensive Home
  - Posh Crosses The Pond
  - Young Hollywood's Top Earners

- HOME** BUSINESS TECH MARKETS ENTREPRENEURS LEADERSHIP PERSONAL FINANCE FORBESLIFE LISTS OPINIONS
- Video Blogs E-mail Newsletters People Tracker Portfolio Tracker Special Reports

E-mail | Comments | Request Reprints | E-Mail Newsletters | My Yahoo! | RSS

## Business Wire - Press Release

# Webalo Executive Says Technical Challenges to Delivering Meaningful Business Reports on Smartphones Must Be Addressed

03.20.07, 9:03 AM ET



Find Free Wi-Fi Hotspots

### Most Popular Stories

- [The World's Most Expensive Cellphones](#)
- [Should You Do Your Own Taxes?](#)
- [Getting To No](#)
- [Hollywood's All Ears](#)
- [Top Chefs](#)

Attendees of next week's SmartPhone Summit will be frustratingly reminded that their favorite BlackBerrys, Treos, and other sophisticated smart phones and cell phones are not delivering; they're not delivering vital reports and key business intelligence in a form that's easy to use -- a form that overcomes the access and readability problems associated with attachments.

### Popular Videos

- [Brewing Gold: Hops from Heaven](#)
- [Gamblers, Start Your Brackets](#)
- [Streaming March Madness](#)
- [Amazingly Shrinking Cars](#)
- [London Shopping Spree](#)

Much of the problem is related to the complex programming required to transform desktop reports and dashboards so they fit the restricted form factor of mobile devices. But that should not stop executives from demanding such a capability, says Webalo executive Phil Klahr, particularly with the recent appearance of sophisticated middleware that can provide the missing link, with the turnkey simplicity of a Web-based service.

"Cell phones are rapidly becoming the mobile executive's preferred computing platform," says Klahr. "But the performance dashboards, spreadsheets, and other business reports that are crucial to his or her decision-making are literally stuck back at the office. The extreme expense and complexity of re-programming even a handful of important business reports so they work in the rapidly changing landscape of handheld devices is literally a brick wall for IT departments." Solving this, says Klahr, should be "Job 1," particularly in industries where timely access to data in the field can mean the difference between success and failure.

Klahr plans to make his point with several examples of businesses that are primed for using mobile business intelligence. These include:

-- Large retailers that want to provide regional management with up-to-the-minute store performance data and make it available on smartphones. Product sales, inventory status, profitability, labor statistics, and other current operational data can be in their hands, literally, as they

Powered By CNET.com

**HOT PRODUCTS**  
On Forbes.com

New Reviews  
Editor's Picks  
and Most Popular Lists!

Check Out the Latest in Personal Technology >>

**HOT PRODUCTS**  
On Forbes.com

Powered By CNET.com

Forbes.com

Turning fra...  
nc6400 Bus...  
Centrino® D...  
▶ Read th...

Are yo...  
Activate...

Forbes.com

Pe...

Weather  
Sports  
Watch LI...  
Industry  
Authors

walk through the door of their retail outlets;

-- Shipping companies that need to provide sales staff with real-time data about customer orders, available cargo space, or load/off-load information so that they can manage a near-real-time sales environment from the loading dock, or the cargo hold of a ship;

-- Financial Services companies that want to provide regional operations staff with up to date information on loan product sales so that they can monitor and manage branch performance.

For such industries, and hundreds of others, real-time, mobile business intelligence will become a business imperative, Klahr believes.

Klahr's company, Webalo, is an emerging leader in mobile business intelligence. Webalo recently announced the Mobile Dashboard, an IBM-hosted Web service that permits "ordinary mortals" -- anyone from line managers, to 1st-tier IT support, or service bureau personnel -- to sit at a Web browser, and link pre-existing business spreadsheets -- no matter how complex -- to highly usable, dynamically generated reports that are automatically formatted for the characteristics of any smart phone.

Klahr will demonstrate during his presentation how virtually anyone, in the space of just a few minutes, can bring their favorite report to theirs or their executives' cell phones, and have it actually be easy to read and to navigate. "We're not talking about shipping an Excel spread sheet and a magnifying glass to everyone in the field," says Klahr. "Instead, we can automatically generate a report that adjusts its presentation and navigation features to utilize the best capabilities of the device in the mobile worker's pocket."

The SmartPhone Summit is taking place next week during the CTIA Show in Orlando, FLA. Klahr will be speaking at 4pm in Room 309-AB at the CTIA SmartPhone Summit on March 26th at the Orange County Convention Center, Orlando FLA  
<http://www.smartphonesummit.com/schedule.php>.

About Webalo

Webalo enables developers and system integrators to "put the user in charge" by dramatically simplifying and shortening the process of delivering high-functionality applications targeted specifically to individual user needs -- wherever the user happens to be, and on whatever device the user chooses. This is accomplished with an important, new capability called the User Proxy that provides the missing link between today's Web services or applications and the entire spectrum of end-user devices -- from desktops and laptops, to PDAs and cell phones.

The User Proxy, and the "User-oriented Architecture" it provides, is ideal for the rapid and high-functionality deployment of business intelligence information to mobile devices. For such high-value information, Webalo has created the Mobile Dashboard service -- an on-demand service based upon the User Proxy technology that enables companies to immediately re-target business intelligence to users' mobile devices.

Software vendors and system integrators such as Actuate, IBM, Nokia, Q4bis, and RIM are working with Webalo, the User Proxy and Mobile Dashboard solutions to enhance their coming generation of service oriented business applications and mobile devices. Webalo is privately held, and is located in Santa Monica, California. The company was founded in 2000. For further information, visit [www.webalo.com](http://www.webalo.com).

Editors, note: All trademarks and registered trademarks are those of their respective companies.

Additional background information is available at [www.roeder-johnson.com](http://www.roeder-johnson.com).

Trading Center

Brought to you by the sponsors below



ForbesAutos.com

ForbesAutos.com  
 Sports Car  
**HOT LIST**  
 See who made the list of Hottest Sports Cars for '07.

- o Sports Car Guide
- o Hottest Slideshow
- o View all Sports Cars

ForbesTraveler.com [more >](#)

**EXPERT ADVICE FOR THE LUXURY TRAVELER**

Small Business [more >](#)



**The Entrepreneur Library**

Ten books that no entrepreneur should be without.

Sponsored By

CEO Book Club [more >](#)



**David Mamet Vs. Hollywood**

Jazz Mecca Still Swings  
 America's best modern playwright takes on Hollywood.

[READ REVIEW](#)

[BUY THIS BOOK](#)

Sponsored by **SHARP**

**Article Controls**

[E-mail](#) | [Comments](#) | [Request Reprints](#) | [E-Mail Newsletters](#) | [My Yahoo!](#) | [RSS](#)

**Related Sections**

[Home](#) > [News & Analysis](#)

[News Headlines](#) | [More From Forbes.com](#) | [Special Reports](#)

**Subscriptions >**

[Subscribe To Newsletters](#)

[Subscriber Customer Service](#)

**Forbes.com** **DIGITAL ENTERTAINMENT**

Dedicated to the Convergence of Computers and Entertainment ...  
Industry News, Videos, Lists, and More!

**Go Digital >>**

**DAVID MAMET**

**Heart And Soul**  
Mimi Guarneri  
The mind's way to a healthy heart.

[READ REVIEW](#)   [BUY THIS BOOK](#)

**Search Books**

Title

[Advanced Search](#) | [New & Notable](#)

Business Loans  
Lines of Credit  
Credit Cards

**Get Yours**

**CapitalOne**  
small business SOLUTIONS

**Forbes.com**  
WINE CLUB  
Finding Great

**Click Here to Visit**

**FREE**  
Click here  
**Forbes**  
Trial Issue

**Special Advertising**

Wine Club

[SITEMAP](#) [HELP](#) [CONTACT US](#) [INVESTMENT NEWSLETTERS](#) [FORBES CONFERENCES](#) [FORBES MAGAZINES](#) [FORBES AUTOS](#)

[Ad Information](#) [Forbes.com Mobile](#) [RSS XML](#) [Reprints/Permissions](#) [Subscriber Services](#)  
© 2007 Forbes.com LLC™ All Rights Reserved [Privacy Statement](#) [Terms, Conditions and Notices](#)

Tested By  
**SPIRENT**

Market Data By  
**HEMSCOTT**

Market Data By  
**ComStock**

Market Data By  
**quotemedia**

American History  
**American Heritage.com**

Polska  
**Forbes**

Luxury Cars  
**Forbes AUTOS**

Luxury Travel  
**Forbes TRAVELER**

Careers By  
**Quiet Agent**

Stock quotes are delayed at least 15 minutes for Nasdaq, at least 20 minutes for NYSE/AMEX.U.S. indexes are delayed at least 15 minutes with the exception of Nasdaq, Dow Jones Industrial Average and S&P 500 which are 2 minutes delayed.

Powered By

**at&t**  
Intelligent Content Distribution System

Oracle DBA by

**The PYTHIAN GROUP**  
REMOTE DBA  
Oracle • SQL • MySQL