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## AT&T to Offer Webalo's Mobile Dashboard Service to Retail Sector

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LOS ANGELES - (Business Wire) Webalo, Inc. today announced that AT&T plans to offer Webalo's unique Mobile Dashboard™ service to the retail sector. The service enables mobile professionals to have easy, real-time access to business intelligence, and other corporate information, on their mobile, handheld devices.

"Retail is a real-time business – where knowing the status of sales figures and inventories on a moment-to-moment basis can mean the difference between profit and loss," said Peter Price, president and CEO of Webalo. "Our Mobile Dashboard Service puts such information right into the hands – or smart phones – of retailers in the field or on the floor. With AT&T's support and promotion of the service to retail, we are looking forward to a positive response, and a healthy adoption rate."

Price said that there are a large number of ways in which retail professionals can use the Mobile Dashboard on their mobile devices. For example,

- Managers can get immediate access to store/region/division/company key performance indicators;
- Buyers and other executives can instantly access sales information for consumer package goods and other fast-moving products that can inform their competitive response; and
- Retail executives can gauge the effectiveness point of sales promotions in real time.

The availability of the Mobile Dashboard service to AT&T's retail-sector customers follows Webalo's receipt in 2007 of AT&T's Enterprise Solution Certification and inclusion of the service in the AT&T devCentral program.

Webalo also recently announced that the service is now available on an in-house server "appliance" that is valuable to large corporations, including retail chains, that prefer to install the Mobile Dashboard inside their own data centers (see *"New Mobile Dashboard Server Provides Secure Access to Business Intelligence Reports on Most Mobile Devices,"* February 8, 2008).

### About Webalo

Webalo technology transforms enterprise applications and data to make them compatible with mobile devices. This eliminates the need for traditional custom programming, reducing the deployment of mobile applications from weeks or months to, in most cases, less than a day. The resulting "anywhere, any time, on-demand" availability of enterprise data on handheld devices turns such devices into viable alternatives to desktop, laptop, and palmtop computer hardware, and lets mobile employees work more productively – on the spot –

to solve problems, answer questions, monitor operations, close sales, and make informed decisions.

The Webalo Mobile Dashboard Service – available in both Internet-based and enterprise intranet-based implementations – lets non-IT business administrators securely specify the content of mobile-accessible information, and the companion Webalo Proxy Server configures it, in seconds, to conform to the native user interface of any BlackBerry, Windows Mobile, PocketPC, Palm, Symbian, or Java-enabled smartphone. Webalo's technology transforms the role of Service Oriented Architecture (SOA) into a User Oriented Architecture, enabling Web services to communicate with users as effectively as they communicate with other system services.

Software vendors and system integrators such as Actuate, IBM, Nokia, and RIM are working with Webalo to enhance both their service oriented business applications and their mobile devices. Los Angeles based, Webalo is privately held and was founded in 2000. For further information, visit [www.webalo.com](http://www.webalo.com).

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

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