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Webalo Dashboard to be available on AT&T!

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AT&T is planning to offer Webalo's Mobile Dashboard service to the retail sector - enabling the delivery of real-time business intelligence to a mobile workforce in a market that is all about "real-time".
As you might or might not know, Webalo's technology transforms enterprise applications and data to make them compatible with mobile devices, eliminating the need for traditional custom programming and reducing the deployment of mobile applications from weeks or months to, in most cases, less than a day.

As the press release says:

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.
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

• Retail executives can gauge the effectiveness point of sales promotions in real time

Sounds good doesn't it? Leveraging standard mobile tech to deliver access to the kind of data you often see managers walking around shops with on those big chunky PDA/EPOS units. And anything that gets those out of public sight has to be a good thing!

I'm all in favour of productivity apps for mobile, as you know - whether it's B2C or B2B - and with Webalo having received AT&T's stamp of approval in it's "Enterprise Solution Certification", it looks like they have a great way of linking that intangible (yet critical) data with the "man on the ground"

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