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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

## **NEW MOBILE DASHBOARD SERVER PROVIDES SECURE ACCESS TO BUSINESS INTELLIGENCE REPORTS ON MOST MOBILE DEVICES**

### **Turnkey Appliance Marries Enterprise Needs to Support Mobile Decision Makers with Best Practices in Compliance and High Security**

LOS ANGELES, CA - FEBRUARY 8, 2008 - Webalo, Inc. today announced that its revolutionary Mobile Dashboard is now available to corporations that want the flexibility of providing executives and other mobile employees with real time business intelligence on handheld devices, but that for policy or compliance reasons wish to host the service internally, in their own data centers.

The Mobile Dashboard allows administrators, working from a Web browser, to configure mobile users of devices such as RIM BlackBerry, Microsoft Windows Mobile, Palm Treo, and Java-enabled smartphones to receive pre-existing, internal reports from spreadsheets or business applications right on those devices. The reports are dynamically generated and preserve the look and feel of each handheld device, tailoring themselves to the native screen sizes.

The Mobile Dashboard Appliance is a completely preconfigured, self-contained server providing the Mobile Dashboard service that fits in a standard rack and delivers the Mobile Dashboard to upwards of 500 mobile users, with clusters supporting up to 10,000. Its installation is essentially "turnkey", and it can be securely configured and managed with a simple, Web-based interface.

The appliance will prove particularly valuable to companies that prefer to maintain their critical information behind the firewall, rather than using a hosted outside service.

Top markets for the Webalo Mobile Dashboard Appliance are financial services, healthcare, and government sectors, as well as any company that would benefit from the simple delivery of critical business intelligence and reports to its mobile workforce. Webalo's Mobile Dashboard Service is a highly secure hosted service, which while ideal for most applications, may be impermissible in the most sensitive markets such as those mentioned. The Mobile Dashboard Appliance neatly solves this problem.

"Competition for the right to manage an organization's money is fierce. The timely provisioning of strategic data to sales and service personnel helps both to attract and to retain clients," said Charles Morse, Vice President of Loomis Sayles. "However, data security is a big concern for any financial services company and its clients. Why ship data to a delivery vehicle when the delivery vehicle can be brought to the data? The Mobile Dashboard Appliance removes an important risk factor from the security equation."

The Mobile Dashboard Appliance is a pre-configured, 2U rack mount server with Gigabit Ethernet. The Appliance supports scheduled backups of encrypted data via SMB or NFS, and can be configured for automatic updates from Webalo. Once it has been installed on the enterprise network,

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it can be administered by business intelligence professionals or other employees with basic Web and Microsoft Excel skills.

“Many of our customers and systems integrator partners have been asking for a version of the Mobile Dashboard service that they can host internally,” said Peter Price, Webalo’s president and CEO. “With the appliance, we are now able to serve this large segment of a market that wants easy mobile information access but must meet heightened compliance requirements.”

The Mobile Dashboard technology was originally introduced as an IBM-hosted Web Service (see: [“Webalo’s Revolutionary Mobile Dashboard Delivers Business Reports Instantly to the Pockets and Palms of the Mobile Workforce,”](#) February 7, 2007.)

### **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 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 Los Angeles, California. The company was founded in 2000. For further information, visit [www.webalo.com](http://www.webalo.com).

-30-

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