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WEBALO'S COMPETITIVE ADVANTAGE REINFORCED BY SYBASE-FUNDED STUDY ON ENTERPRISE MOBILITY

Findings play to Webalo's unique strengths in speed of deployment, access to enterprise resources, universal device support, and security

LOS ANGELES - JANUARY 31, 2011 – A new [report](#) from Kelton Research reveals overwhelming support for mobile enterprise applications. The report, sponsored by the Sybase division of SAP, finds that 90% of IT managers plan to implement mobile applications in 2011, but nearly half have no complementary plans to hire the necessary staff and no timetable for deployment. Webalo's customers, however, avoid the need for specially-skilled IT staff and for time to develop mobile capabilities.

Webalo's [enterprise-to-mobile](#) connectivity platform requires no specialized IT skills since it requires no programming of any kind. Access to existing enterprise data and functionality in software from vendors like IBM, Oracle, SAP, and Microsoft, as well as in-house applications, can be configured in minutes. As a result, IT is freed from the complexity of traditional mobile application development and from the attendant costs. With Webalo, manpower and time pose no obstacles to mobile enterprise access.

Kelton, named by Inc. magazine in 2007 and 2008 as the fastest-growing market research firm, also reveals that a quarter of IT departments expect to introduce more than 20 mobile applications supporting eight mobile operating systems. In addition, 56% consider enterprise-to-mobile capabilities vital and not merely "nice to have."

"We have customers who already create *ad hoc* connections to their enterprise resources," Webalo CEO Peter Price points out, "and they can be created in minutes to serve an immediate purpose. Webalo lets them create multiple connections and they'll all be automatically configured for the UI of any smartphone or tablet."

One of IT's major concerns with mobility, the report states, involves data security. For custom applications, that's a legitimate concern. [Webalo](#), however, utilizes existing enterprise security protocols and provides its own additional security that authenticates users and secures all communications with strong end-to-end encryption.

"As long as mobile applications require software toolkits and the special skills to use them," Price observes, "companies will face time, cost, and manpower constraints. [Webalo](#), by contrast, delivers rapid ROI by providing enterprise mobility 100 times faster at a fraction of the cost, and that translates into immediate mobile worker productivity."

About Webalo

Webalo changes the economics of enterprise mobility. It provides the enterprise-to-mobile infrastructure that puts enterprise data and functions on smartphones 100 times faster than traditional approaches to mobile application development, and it provides personalized mobile capabilities that meet the individual needs of any end user.



Webalo technology eliminates the need for traditional mobile application development tools and custom programming to provide - in hours, instead of weeks or months - mobile access to the specific enterprise data and functions that smartphone users rely on to do their jobs. Rather than build new mobile applications or purchase proprietary mobile versions of a vendor's enterprise applications, organizations can use Webalo to let administrators easily select, from their existing enterprise applications, the exact data and functions that mobile users need so they can work more efficiently and productively.

[Webalo](#) - available in hosted and virtual appliance versions - lets non-IT business administrators easily and rapidly configure the connections between smartphones and enterprise apps from vendors such as IBM, Oracle, SAP, and Microsoft, as well as from in-house applications. Then, in seconds, Webalo conforms the settings to the native user interface of any Android, BlackBerry, iPhone, Symbian, Windows Mobile, or Java-enabled smartphone or tablet.

Founded in 2000, Los Angeles-based Webalo is privately held. Additional information about Webalo's products, customers, and partners is available at www.webalo.com and www.webalo.com/pr/SybaseMobility.html.

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