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## U.K. NATIONAL HEALTH SERVICE FOUNDATION TRUST'S
## ENTERPRISE-TO-MOBILE SUCCESSES PROFILED IN NEW WEBALO CASE STUDY

University Hospitals Birmingham demonstrates the value of rapid connectivity between enterprise resources and the ever-present smartphones used by healthcare providers and administrators

**LOS ANGELES – MARCH 1, 2011** – Every new enterprise application being considered by University Hospitals Birmingham (UHB), a leading technology innovator in the U.K.'s National Health Service, is viewed with an eye on its mobile potential. "If we can use Webalo to extend these applications to users' BlackBerrys," observes UHB's Director of IT Stephen Chilton in the just-published study, "it adds a new dimension of productivity."

That productivity extends from IT staff who can, without programming, create mobile connections in minutes (instead of the months needed to develop new mobile applications); to administrators who can review operational statistics in real time and take action directly from their smartphones; and to doctors, nurses, and other healthcare providers who can access patient and clinical records, request diagnostic assistance from specialists, and post all interactions to enterprise databases automatically – all from their smartphones.

Details about UHB's mobile capabilities and its ability to implement them because of Webalo's speed, simplicity, and affordability are provided in the case study "Healthcare's mobile future will not be programmed." The document, which presents the challenges faced by University Hospitals Birmingham and the way in which Webalo addressed or eliminated them, can be downloaded from Webalo's website.

"The demand for enterprise mobility is growing exponentially, but traditional approaches to building mobile applications with development tools are expensive and complex and can introduce additional security risks and challenges," says Webalo CEO Peter Price. "Healthcare providers like the NHS, or any other enterprise environment, are very sensitive to rising costs, increased complexity and security challenges. Webalo is designed to solve these challenges by eliminating the need for traditional mobile application development and enabling IT administrators to easily configure secure, bi-directional, transactional and interactive connections between smartphones and enterprise applications."

**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, Apple, BlackBerry, 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/NHS_case_study.html.

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