



CONTACT:
Robert Sax
SAX PR/Marketing
818.508.7660
robert@saxpr.net

WEBALO BRINGS ENTERPRISE-TO-MOBILE TO BLACKBERRY APP WORLD

The firm's single client technology lets companies deliver enterprise data and functionality to BlackBerry devices

EDITOR'S NOTE: Visit Webalo at BlackBerry World 2011 in Booth 112, Solutions Showcase, Palms Ballroom, Orlando World Center Marriott, Florida

LOS ANGELES - MAY 3, 2011 - BlackBerry smartphones maintain a strong presence in the enterprise and, now, the enterprise can have a stronger presence on BlackBerry smartphones. At BlackBerry World 2011, [Webalo](#) announced that it has made its BlackBerry client available in the BlackBerry App World store. The free [download](#) enhances the capabilities of BlackBerry smartphones as enterprise computing devices and provides an enterprise-to-mobile connection that, with a subscription to Webalo's cloud-based service, enables easy access to multiple enterprise resources.

Webalo lets companies deliver enterprise data and functionality - from software vendors like IBM, Oracle, SAP, Microsoft and from in-house applications - to BlackBerry smartphones, giving mobile users bi-directional interactivity with the content and tasks they rely on to do their jobs. Companies simply select the specific data and functionality users need, using Webalo's step-by-step configuration environment, which requires no programming of any kind. Then authorized users, running the Webalo client on their BlackBerry, are given immediate unified access to that data and functionality.

Traditional mobile enterprise application vendors require companies to build new mobile applications, which is time consuming, expensive, error-prone, and produces a result which is hard to secure and maintain. Webalo, by contrast, lets companies connect to their existing enterprise resources through a single app - the Webalo [client](#). As a result, enterprise access can be provided 100 times faster than with traditional mobile application development while avoiding the high costs of programming and the ongoing expense and risks of maintaining and upgrading enterprise-to-mobile applications.

Companies whose employees rely on BlackBerry smartphones can easily subscribe to the Webalo service, configure connections in minutes, and deploy them automatically. The Webalo client can be found at <http://appworld.blackberry.com/webstore/content/36542?lang=enor> by searching for "Webalo" in the BlackBerry App World store.

For more information about connecting enterprise resources to BlackBerry smartphones, contact Rob Edenzon at Webalo at redenzon@webalo.com or by calling 310.828.7335 x814.



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 http://webalo.com/pr/2011-05-03_BBWorld_pr.html.

#

Editor's note: All trademarks and registered trademarks are those of their respective companies.