

VOLKSWAGEN FINANCIAL SERVICES IMPLEMENTS WEBALO TO COMMUNICATE REAL-TIME SALES DATA TO FIELD STAFF

Speed, simplicity, and cost were key selection factors

LOS ANGELES - JUNE 20, 2011 - The UK's largest captive motor finance company Volkswagen Financial Services ([VWFS](#)) (UK) Ltd has implemented [Webalo](#) software on its smartphones to improve access to real-time sales and customer service data for its field staff and senior managers.

VWFS (UK) Ltd is the captive finance company of Volkswagen Group UK dealing with brands including Bentley, Bugatti, Lamborghini, Porsche, Audi, SEAT, Škoda, Volkswagen and Volkswagen Commercial Vehicles. To improve efficiency employees are now able to access sales, loyalty and customer service statistics driven by an existing SAP database on their smartphone. The new software runs a series of reports which allows users to access data pertinent to their role which can be analyzed to a low level.

Graham Wheeler, managing director of Volkswagen Financial Services (UK) Ltd, said; "Smartphones and tablets aren't just for fun applications, there is a real business need for this new technology. For VWFS to continue to flourish the team need to be able to analyze the latest data and to make effective decisions. For example, we have some 50 field staff covering the UK. Whilst laptops are incredibly powerful, there is the need to logon and run reports. The [Webalo](#) solution allows our team to access sales and loyalty information right down to retailer level so any decisions and advice can be made on the latest facts."

Webalo replaces the purchase and installation of development software, expensive programmers and consulting services, and the ongoing maintenance and upgrading of custom-built mobile applications, with a step-by-step configuration process that easily connects existing enterprise applications and data to smartphones and tablets. Webalo's ability to provide direct access to the specific data and functions that individual users need streamlines interactions with the enterprise and enhances productivity.

"The speed and simplicity of [Webalo](#) were the primary benefits for us, though those translate into cost savings, as well," said Carl Redman, Head of IT Development at VWFS (UK) Ltd. "The ease of development means that we can be fully deployed with Webalo in much less time, and at less cost, than it would take with other approaches."

Peter Price, Webalo's CEO observed "Webalo gives employees exactly what they need to get their work done right from their smartphone or tablet. For IT this means enhancing corporate productivity, without the time and cost of creating and then maintaining a whole new layer of mobile applications, as they can use [Webalo](#) to easily connect directly to their *existing* enterprise applications and data."

More about Volkswagen Financial Services

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Volkswagen Financial Services (UK) Ltd is a wholly owned subsidiary of Volkswagen Financial Services AG which is in turn 100% owned by Volkswagen AG the global vehicle manufacturer. The UK head office of Volkswagen Financial Services (UK) Ltd is in Milton Keynes, United Kingdom. Volkswagen Financial Services (UK) Ltd comprises Volkswagen Financial Services, Volkswagen Insurance Services, Volkswagen Group Leasing and Volkswagen Bank.

Volkswagen Financial Services was identified as 'one-to-watch' in the Sunday Times Best Companies to Work List 2010.

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/2011-06-14_VWFS_pr.html.

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