

## WEBALO ATTRACTS LEADING COMPANIES WITH ENTERPRISE MOBILITY IN MINUTES

New customers abandon traditional mobile application development for Webalo's step-by-step configuration without coding, consultants, or compromise

LOS ANGELES - OCTOBER 3, 2011 - From A to V - Arseus to Volkswagen - companies are enabling enterprise mobility by opting for speed and simplicity over the costly complexity of software development and custom programming. In manufacturing, insurance, healthcare, informatics, electronics, energy, and numerous other fields, businesses are choosing Webalo to tap into all the power of task-specific, bi-directional, transactional, and secure enterprise access from their mobile users' smartphones and tablets.

At Volkswagen Financial Services, "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. "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."

Arseus BV, a multinational firm that provides products and services to the healthcare market, is realizing similar benefits from Webalo's no programming and no security holes approach. "Without all the steps and complexity of traditional application development," IM Manager Karel Jutte observed, "Webalo will let us deploy mobile capabilities much faster, and at a fraction of the cost."

For an oil well data management firm, Webalo's primary appeal is that it's easy, fast, and affordable. Yet the company also likes that Webalo lets them avoid the complexity of traditional mobile application development and doesn't burden IT with new apps to maintain. A global electronic parts distributor sees value in being able to do something in minutes, instead of months, while reducing development costs to almost nothing.

It's all possible because 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.

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."



## About Webalo

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

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 and tablet 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 tablets and enterprise apps from vendors such as IBM, Oracle, SAP, and Microsoft, as well as from in-house applications. Then, in seconds, Webalo provides access to these applications through a native user interface on Android, Apple, BlackBerry, Symbian, Windows Mobile, or Java-enabled smartphones or tablets.

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](http://www.webalo.com) and [www.webalo.com/pr/2011-10-03\\_clients.html](http://www.webalo.com/pr/2011-10-03_clients.html). You can follow Webalo on Twitter: @WebaloInc.

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