

SPORTECH SELECTS WEBALO FOR ENTERPRISE MOBILITY

Data and functionality from multiple international gaming businesses
will provide executives with real-time KPIs

LOS ANGELES - OCTOBER 6, 2011 - Sportech PLC, the UK-based international gaming group that operates the world's oldest soccer gaming company, one of the world's leading suppliers and operators of technology for pools/tote betting, and an e-gaming division, knows the odds for success. Its choice of Webalo for enterprise mobility has all the markings of a winning combination.

"Webalo lets us combine information from each of our businesses and present it to our executives on their smartphones and tablets," says Ian Penrose, CEO of Sportech PLC. "With business operations in several countries, the difference for us, which convinced us to select Webalo, was its speed and simplicity."

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.

"Webalo is ideal for the kind of KPIs that Sportech measures because it can easily be set up to deliver user-specific information to each individual manager. They get the exact data and functionality they need, so they're able to work more productively right from their mobile devices," says Peter Price, Webalo's CEO. "But there are benefits for IT as well. They can create much more mobile functionality while avoiding the creation of new mobile apps - apps that need ongoing maintenance and updates. And since Webalo lets them connect directly to their existing enterprise applications, data, and security protocols without programming or code, there are no bugs and no security holes. It's as secure as their enterprise. That makes Webalo a pretty safe bet."

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 and http://www.webalo.com/pr/2011-10-05_Sportech_pr.html. You can follow Webalo on Twitter: @WebaloInc.

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