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WEBALO EXPANDS ENTERPRISE-TO-MOBILE FOR WINDOWS PHONE USERS

The firm's single client technology is now available in the Windows Phone Marketplace, letting companies deliver enterprise data and functionality to Windows Phone devices

LOS ANGELES - OCTOBER 10, 2011 - The power of the enterprise can now be extended to Windows Phone powered mobile devices because [Webalo](#) has made its Windows Phone client available in the Windows Phone Marketplace, Microsoft's virtual store for apps. The free [download](#) enhances the capabilities of Windows Phones 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 vendors such as IBM, Oracle, SAP, and Microsoft, as well as from in-house applications - to the growing number of Windows Phone devices, giving these mobile users all the power of task-specific, bi-directional, transactional, secure access to the enterprise resources 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 Windows Phone devices, 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](#) - which is the same on Windows Phone powered devices as it is on Android and Apple and BlackBerry mobile devices. 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 Windows Phone can easily subscribe to the Webalo service, configure connections in minutes, and deploy them automatically. The Webalo client can be found at <http://www.windowsphone.com/en-US/apps/c2454b65-a7d5-4133-bd43-85d26f465ae6> or by searching for "Webalo" in the Windows Phone Marketplace.

For more information about connecting enterprise resources to Windows Phone devices, 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 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 or Windows Phone 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/2011-10-10_WP7_pr.html. You can follow Webalo on Twitter: @WebaloInc.

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