

CONTACT:
Samantha Steinwinder
Concept PR for Webalo
206-713-6983
Samantha@conceptpr.net

NIXON HIRE SELECTS WEBALO FOR ENTERPRISE MOBILITY

Speed, flexibility, and cost were key deciding factors

LOS ANGELES—January 18, 2012—[Nixon Hire](#) is using [Webalo](#) to reduce the heavy lifting and give employees direct mobile access to enterprise data and functionality.

The 45-year-old, U.K.-based company rents everything from air hammers and backhoes to lighting equipment and temporary offices, serving customers throughout the U.K. and the Middle East.

With employees constantly in the field, both delivering and retrieving equipment, it's vital to keep them connected to the inventory, scheduling, routing, and billing information in their enterprise applications. To accomplish that, Nixon Hire turned to Webalo to make its enterprise data and applications available on employees' smartphones.

"Our customers' needs are constantly changing, so we need to be flexible, and flexibility was one of the advantages we saw in Webalo," said David Balmer, Group IT Manager at Nixon Hire. "We're able to select the exact data and functionality that each mobile employee needs and give them mobile access in a remarkably short time for an insignificant cost."

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 provides many benefits for our customers like Nixon Hire. It provides enterprise mobility in minutes and is infinitely customizable, plus it's one hundred times faster than traditional mobile application development and a fraction of the cost," stated Peter Price, Webalo's CEO. "IT benefits because it can avoid both the complexity of traditional approaches and the creation of a new layer of mobile applications that then need to be maintained and updated. With Webalo, they simply connect directly to the enterprise applications and data they already have without duplicating capabilities."

About Webalo

[Webalo](#) changes the economics of enterprise mobility. It provides the enterprise-to-mobile infrastructure that puts enterprise data and functions on mobile devices 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 mobile 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.

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.

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