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## WEBALO'S ENTERPRISE-TO-MOBILE CONNECTIVITY PLATFORM GETS ENTHUSIASTIC RECEPTION AT MIAMI'S CIO SUMMIT

The ability to connect enterprise data and functionality to smartphones in hours changes the dynamics of mobilization initiatives and expands the possibilities for mobility.

EDITOR'S NOTE: Product demo available at [www.bit.ly/WebaloDemo](http://www.bit.ly/WebaloDemo)

LOS ANGELES - NOVEMBER 9, 2010 - CIOs know that enterprise-to-mobile capabilities are essential for employee productivity and competitive advantage and are sure to become increasingly important in 2011 with the economy stuck in neutral. At the recent CIO Summit in [Miami](#), however, they learned that, with [Webalo](#), enterprise-to-mobile no longer has to be complex, time-consuming, and expensive to implement. Mobile initiatives that many CIOs felt would be difficult or impossible to achieve, given resource, time, and cost constraints can now, they realized, be accomplished easily, quickly, and affordably without sacrificing one mobile project to accommodate another.

In meetings with Webalo's CEO [Peter Price](#), CIOs made it clear that smartphone access to the enterprise is essential and is high on the list of priorities for 2011. Yet, those CIOs were equally frank in saying that they had to be very selective about mobile initiatives because of the time and cost involved with traditional mobile application development. The process, they said, will need to be easier, faster, and more affordable for them to do the things they know they need to do.

With [Webalo](#)'s mobile connectivity platform, companies can, in hours, connect any enterprise resources - from software vendors like IBM, SAP, Oracle, and Microsoft, as well as from in-house applications - to any Android, BlackBerry, iPhone/iPad, Symbian, Windows Mobile, or Java enabled smartphone or tablet. It eliminates the coding, waiting, and cost of traditional mobile application development but simultaneously increases the potential for customized, productivity-enhancing access because content and functions can be chosen selectively on an individual-user basis.

The Webalo approach also saves companies from having to buy, install, and learn new mobile application development tools; train and rely on skilled programmers; or maintain and update hard-coded applications that duplicate existing enterprise functionality because Webalo requires no programming and connects directly to those existing enterprise applications.

User productivity benefits, as well. Since [Webalo](#) can deliver the exact resources that each individual needs, users don't have to wade through apps designed for everyone when all they need is a subset of capabilities.

According to Price, "By eliminating all the technological overhead of mobile application development - all the software tools, the special programming skills, the maintenance requirements, and the cost of all of that - we expand the mobile universe for companies and deliver it virtually on demand. We even

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expand their hardware choices because Webalo's connections will work on any smartphone or tablet. It's simpler, faster, and much less expensive. It's enterprise-to-mobile without any limitations."

#### 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.iPad, 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](http://www.webalo.com) and [www.webalo.com/pr/CIO-Summit.html](http://www.webalo.com/pr/CIO-Summit.html) .

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