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WEBALO ACCELERATES DATA DISTRIBUTION FOR COMPUTERAID'S LIVESTOCK INDUSTRY CUSTOMERS

Getting the right information to the right people at the right time now takes hours instead of months

LOS ANGELES - OCTOBER 28, 2009 - ComputerAid Professional Services Ltd. has helped the Canadian cattle industry manage information for almost a quarter of a century, but making that information mobile can now happen one hundred times faster with the Webalo Mobile Dashboard (MD2).

"We started our mobile efforts with traditional development tools and built applications that ran under a single mobile operating system," Managing Director Yvonne Tollens said. "We had already spent a lot of time creating an extractor application that lets us extract information from SQL databases, but getting data onto customers' smartphones took a lot of effort. The Webalo Mobile Dashboard, though, lets us distribute any information to a wide group of people very quickly and very easily - in hours - without writing a custom application."

Tollens' software is used by feedlots, ranchers, veterinarians, nutritionists, and countless others in the livestock supply chain to track every aspect of an animal's life from birth to slaughter. It helps ensure that cattle remain healthy, can be instantly located, and are sold at the best price. "Our databases have millions of records," Tollens pointed out, "and that data is used in a rough working environment by cowboys on horseback, managers at feedlots, buyers at auctions, and similar places." The same data is used by multiple individuals but, until ComputerAid adopted the Webalo Mobile Dashboard, people would have to print out reports and carry them around. "We used to write a custom application to put out data, and it took months. The Mobile Dashboard lets us do the same thing in hours."

Initially, ComputerAid's customers had to standardize on Windows Mobile devices to access the vendor's mobile application. Since introducing MD2, customers can use any BlackBerry, Palm, Symbian, or Java-enabled smartphone, as well.

"Our customers rely on us to come up with leading edge solutions," Tollens claims, "and we're seeing them start off with two or three Mobile Dashboard capabilities and then ask for more because they have an appetite for the right information. And more and more employees are getting smartphone access just so they can get updates about leading indicators several times a day, and the Webalo Mobile Dashboard can customize those indicators so they get exactly the right information."

Webalo CEO Peter Price understands those customer needs. "We're very used to hearing that end users never asked for the kind of enterprise-to-mobile connectivity that MD2 provides because they didn't think it was possible. But when a trend-spotting company like ComputerAid learns about MD2,

adopts it, and spreads the word to its own customers, it helps everyone get more done without the coding, waiting, or cost of traditional mobile development.”

Yvonne Tollens is confident. “Nobody else in the industry in North America is anywhere close to us, and the Webalo Mobile Dashboard puts us even further ahead, making it possible to work in a broader area to serve any industry that needs immediate, accurate access to critical data.”

About Webalo

The Webalo Mobile Dashboard changes the economics of enterprise mobility. It puts enterprise data and functions on smartphones 100 times faster than traditional enterprise to mobile approaches and provides personalized mobile capabilities that meet the individual needs of any end-user.

Webalo technology eliminates the need for traditional enterprise-to-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's Mobile Dashboard 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.

The Webalo Mobile Dashboard - available in hosted and virtual appliance versions - lets non-IT business administrators easily and rapidly configure the connections between enterprise apps and smartphones and then, in seconds, conforms the settings to the native user interface of any BlackBerry, Windows Mobile, Palm, Symbian, or Java-enabled smartphone.

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.

About ComputerAid

ComputerAid works directly with the cattle industry to create advanced software that is easy to use and adaptable to change. Our one-stop framework for feedlot management, ranching mobility, animal health tracking, livestock age verification, cattle investment, individual animal management, exporting, and custom solutions help optimize performance and profitability. ComputerAid's training, support, technical and security options, project management, consulting, and custom database configuration ensure that everyone in the livestock lifecycle gets the right information to make the right decision at the right time. For additional information, visit www.computeraidpro.com.