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## WEBALO PROVIDES JUST-IN-TIME DATA TO HELP GRUPO FAMILIA OPTIMIZE ITS USERS' PRODUCTIVITY

Enabling smartphone access to information - in hours instead of months - helps keep the regional paper goods company competitive

LOS ANGELES - DECEMBER 3, 2009 - Grupo Familia faces stiff competition from global giants like Kimberly Clark in its South American home market. So knowing exactly what's going on in its primary market can make a big difference in sales - everything from tissue paper and feminine hygiene products to disposable diapers. With help from the Webalo Mobile Dashboard (MD2), Grupo Familia gives its executives up to the minute BlackBerry access to information from its enterprise SAP system, and it provided this access in hours - not the weeks or months needed for traditional enterprise-to-mobile application development.

"Grupo Familia had a team of IT people dedicated to extracting data from the SAP data warehouse, compiling it in Excel files, and sending those files by email," said Juan Martinez, the SAP specialist overseeing the implementation of MD2. "The reason is that, even though, regular users and top managers all had office access to the data warehouse, they also required mobile access, when away from the office. But it was expensive to have IT extract the information and, by the time they finished, the information in the spreadsheet was already old, and there was too much data for most people to want to plod through."

On a trip to the States, Martinez's boss saw a demo of the Webalo Mobile Dashboard at a tradeshow and suggested he give it a try. Now Martinez is Grupo Familia's MD2 administrator.

"It's really flexible, and the Mobile Dashboard environment is very easy to use. And, since we didn't have to write any code, we were able to connect the SAP data warehouse to users' BlackBerries much faster and a great deal cheaper than if we were using a traditional software development toolkit," Martinez claimed. Using MD2, he was also able to easily create personalized views of the report content so that users can easily, and rapidly, get to the content that matters to them most.

Webalo CEO Peter Price believes that's a major advantage of MD2. "The cost-savings and speed that customers experience in mobilizing their enterprise functionality and data through the Mobile Dashboard are of tremendous value," Price stated, "but the one-to-one personalization makes MD2 especially useful for mobile employees because they get exactly the information that's important and useful for them. And they can work more productively, since they don't have to wade through everyone else's information, as well."

Grupo Familia's Martinez sees greater potential for the Webalo Mobile Dashboard in Grupo Familia's future. "I think that next year we'll be ready to give users further access to the SAP system from their smartphones by using our existing web services routines with MD2's Web services connector. Mobile users may never want to use their laptops again."

### 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](http://www.webalo.com) and [www.webalo.com/pr/grupo\\_familia\\_landing120109.html](http://www.webalo.com/pr/grupo_familia_landing120109.html).

#### **About Grupo Familia**

Grupo Familia is a leading organization in the absorbent hygiene products market in Colombia and Latin America. The company is committed to both corporate and national development through the appropriate use of technology and the pursuit of environmentally-friendly business practices. For additional information, visit [www.familiasancela.com](http://www.familiasancela.com).