



11835 WEST OLYMPIC BLVD. SUITE 700E
LOS ANGELES, CA 90064
+1 (310) 828-7335 / Fax: +1 (310) 828-5805
www.webalo.com

CONTACT:
Robert Sax
SAX PR/Marketing
818.508.7660
robert@saxpr.net

WEBALO SEES SAP'S ACQUISITION OF SYBASE AS A BET ON THE PAST

SAP's own customers have already adopted Webalo's enterprise-to-mobile platform as an easier, faster way to connect users to SAP and other critical enterprise data and functionality through their smartphones

LOS ANGELES - MAY 20, 2010 - SAP's acquisition of Sybase gives the mammoth ERP firm a suite of mobile application development tools, acknowledging the growing importance of mobile access in enterprise environments. Yet its immediate focus will be proprietary, extending SAP applications to mobile devices. In a world now dominated by smartphone-centric computing, however, the time, cost, and complexity of this type of traditional application development is counterproductive, and these proprietary solutions are limiting in the multi-vendor world of enterprise operations.

Webalo customers recognize this clearly. When they need to provide easy, fast, affordable access to their SAP and other vendor enterprise applications, they reject the traditional SDK/IDE-based, custom programming approach used by companies like Sybase and choose Webalo's enterprise-to-mobile (E2M) platform, instead.

Juan Martinez, [Grupo Familia](#)'s SAP specialist stated, "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." At film and television production company [Lionsgate](#), another SAP shop, CIO Leo Collins summed up their challenge by saying, "How would Lionsgate have gotten the pertinent business and distribution information to its mobile executives and distributors without Webalo? We wouldn't have done it at all, Webalo was an enabler."

The replacement of programming with a step-by-step process that, with just a few mouse-clicks and keystrokes, lets administrators connect specific enterprise data and functionality - from any enterprise database, report, XML Web service, or website - to users' smartphones makes the E2M connection 100 times faster than traditional development. That speed and simplicity also translates into significant savings in man-hours, including the training time to learn the specialized skills required to master an SDK or IDE.

[Developers](#) Diversified Realty, for example, was able to transform its own ERP capabilities for mobile use in less than twelve hours using Webalo's E2M platform, giving its mobile property managers bi-directional and fully authenticated and encrypted access to every detail about each tenant, vacancy, and vendor. DDR's Senior Vice President of IT, Kevin Moss, said, "Speed to market is a critical issue for our company, and we went from skunk works to mainstream with [Webalo] in a remarkably short time. We intend to use it to connect our mobile managers to many more enterprise resources."

“When I speak with our customers,” says [Webalo](#) CEO Peter Price, “they all mention the time, cost, and skill barriers of traditional approaches to mobile application development. Their users are eager to have mobile capabilities today, but IT doesn’t have the time or bandwidth to create and then maintain even more applications. So the ability to connect directly to applications they already have in hours, without writing code, has immediate, obvious benefits.”

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 enterprise apps and smartphones and then, in seconds, conforms the settings to the native user interface of BlackBerry, Windows Mobile, Android, iPhone/iPad¹, Palm, Symbian, and Java smartphones and Flash-enabled browsers.

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/pr/SAPSybase.html .

¹ Available June 2010