

Webalo®

Founded: 2000

Webalo HQ: 11835 West Olympic Boulevard, Suite 700e | Los Angeles, CA 90064 | www.webalo.com**Funding / Key Investors:** \$18M (Private Investors)**Number of Employees:** ~25

Solution at a Glance

Webalo has developed a mobile connectivity platform designed to facilitate and accelerate mobile access to enterprise applications and backend systems. The company's cross-platform solution appeals to the overall B2B market as a means of delivering organizational data and information resources to their mobile workforce. Equipped with access to enterprise systems and databases, Webalo's solution may enable significant enhancements in productivity, customer service, and communication across the organization. The company's cross-platform solution may be deployed behind a corporate firewall or as a cloud-based solution.

Primary Product or Service

Webalo offers administrators a code-free solution aimed at simplifying the process of mobilizing enterprise applications. Available in each platform's (Android, Apple, BlackBerry and Windows) app store, the Webalo client serves as a bridge to enable mobile access to enterprise systems (e.g., IBM, Oracle, SAP, and Microsoft, as well as to in-house custom-built applications). IT administrators have global control over employees' use of the app, and are able to configure the backend functionality for Webalo. In the Administrative website of Webalo, IT may also regulate access to each enterprise application by department, role, or on an individual basis. Although the company was founded in 2000, the surge of smartphone adoption in the enterprise that began in 2009 sparked strong growth for the company and served to inspire new capabilities, use cases, and an expanded market for its mobile solutions. Webalo also represents a scalable solution, making future backend integration or user-base expansion a real possibility.

Customer Challenges & Benefits

As mobile application technologies become more complex and sophisticated, we are seeing strong demand from companies for solutions that capitalize on these advances and drive enhanced productivity, cost-savings, and reduce the burdens placed on their IT organizations in managing their growing mobile workforce. Mobilization of the workforce is increasingly evolving, from its past image as a "challenge," into a very central component of companies' overall strategic planning objectives. For companies whose employees already own and perhaps utilize mobile devices in the workplace, Webalo's cross-platform solution has appeal for IT administrators as an accessible and manageable step towards more sophisticated mobile initiatives, rather than basic email, or contacts and calendars.

Unique Selling Points & Differentiators

Adopters of Webalo's enterprise application mobile deployment solution are generally attracted to the straightforward deployment process and the time and cost-savings Webalo delivers. Conversations with several prominent customers of this solution have revealed that the solution generally meets or exceeds these expectations. As explained by customer Stephen Chilton, of National Health Services in the UK Webalo represents a unique solution, as it enables mobilization of the workforce in an "expedient and robust manner", a commendable competence, in the world of B2B apps. Although product marketing for Webalo emphasizes the ease with which companies can integrate with systems such as SAP or Oracle, the ease with which Webalo may be integrated with current or developed in-house (and often workflow-specific) applications is a huge advantage this solution can offer. Finally, the fact that Webalo adds a comparatively minimal layer of complexity to the already extensive portfolio of responsibilities of a company's IT department should not be underestimated.

Webalo was granted a patent for its "user proxy" technology.

Competitive Positioning

Webalo distinguishes itself from its closest competitors — MEAP vendors — by being a highly secure, scalable, enterprise-level platform available in the cloud, or as a virtual appliance that runs behind the corporate firewall; Webalo requires no development software, SDKs, or IDEs, so there are no new tools to install, integrate, learn, or maintain. Webalo is a self-service platform that dramatically simplifies and accelerates the normally complex IT procedures required to connect mobile users to enterprise applications and data. One additional strong advantage of Webalo over competitors is the ability to update users' access or system connections in real time. However, while MEAPs are seeing strong growth as a product category, Webalo must first educate IT decision makers and end-users about the possibilities of immediate access to enterprise applications and data from one app on their device.

Company References & Strategic Partners

Key Partners: Microsoft, Verizon, AT&T, and Nokia

Key Customers Disclosed: Universal Hospitals Birmingham (UK NHS), Volkswagen Financial, Nokia

Key Management

Peter Price, Webalo's co-founder and CEO, is a seasoned technology veteran with extensive experience in enterprise software. Mr. Price spent his formative years in the UK, and brings many years of hands-on experience in the IT industry, and in early stage technology companies to his firm. Mr. Price is joined by Seth Bruder (co-founder and CTO), Rob Edenzon (VP, Sales), Lew Roth (VP, Client Services) and Phil Klahr (VP, Customer Experience).

VDC Opinion

We see Webalo as an interesting mobility player, with a differentiated value play and unique method for delivering corporate data to mobile platforms. Most compelling is the platform's architecture and self-service design, which provides the ability to very rapidly provide mobile workers access to enterprise applications and data that resides behind the corporate firewall.

Webalo has been in existence for several years (the firm was founded in 2000) – however, discussions with key executives revealed a notable shift in both the firms' roadmap and strategy moving forward. The company was one of the initial mobile oriented ISVs to bring a solution to the market that lowered the barriers to providing mobile access to corporate applications in a seamless and controlled manner. Indeed, Webalo seems to have found an interesting gap in the market for organizations to very easily deploy a mobile enablement solution that is scalable, cost effective and robust. Most recently, the company has enhanced its platform with a more intuitive and robust web-based administrative interface, as well as covering the primary mobile OS platforms.

We particularly like the company's focus on the enterprise – specifically, business to business (b2b) and business to employee (b2e) scenarios – Webalo is not looking to compete in business to consumer (b2c) markets, and has positioned its mobile solution for the business community. The fact that Webalo is a code-free solution (meaning there is no SDK or mobile development platform) is a positive in our view, and makes the solution very compelling for end-users as it can be quickly implemented and provides access to enterprise applications and corporate data to their increasingly cross-platform mobile workforce. The Webalo solution supports all popular enterprise-grade databases (Oracle, Microsoft SQL Server, IBM DB2 & MySQL), can import .csv and HTML data, and brings the power of XML Web services to mobile platforms – (enabling real-time interaction and synchronization with enterprise applications).

Our research indicates that business users are increasingly looking for mobile solutions that can be purchased and deployed rapidly to respond to changing requirements, new opportunities and competitive pressures. This trend will only amplify as mobile workforces expand in organizations both large and small. In many cases, line of business managers are bypassing their IT organization and are implementing mobile solutions that extend mobile capabilities to their workforce – a solution such as Webalo's is ideal in these scenarios in our view.

We believe that there is an emerging opportunity for firms to message and target their mobile solutions down market – there is ample evidence of large and established vendors are moving in this direction (e.g., SAP and Microsoft). We see Webalo's solution as having significant potential in mid-market and SMB organizations, as these firms may not require tools to create custom mobile applications or have the application diversity that is typical in a large enterprise – the company's solution can also scale well to large deployments, which will also be compelling for larger organizations.