
WELCOME TO THE MOBILE CONNECTED ECONOMY



Intelligent Mobile Applications


Mobilise IT

Welcome to the Mobile Connected Economy

It's forecast that mobile subscriptions will grow from 3.6 to 4.6 billion by 2015. This represents a staggering number of potential customers your business could be promoting its products and services to with the right mobile application. Mobile applications save companies thousands day in day out. Apps are streamlining and speeding up cirical business processes, creating more attractive and safer workplaces. Mobile systems are eliminating duplication, reducing errors and avoiding tedious manual data processing. Whatever your specific B2B or B2C goals Mobilise IT is your partner in developing, delivering and supporting all of your mobile application requirements ...*

Apple iPhone, iPad, Samsung Android or Windows Phone... it doesn't matter!

Our mobile apps do not focus on a particular target device type or brand. Doing so would significantly diminish your return on investment, create imitations (reduce flexibility) and inevitably create costs into the future. Our approach maximizes ROI, reduces risk and provides flexibility without compromising security or performance. That's right, when you build a mobile application with the Mobilise IT team, Apple, Android and Windows versions are provided at no cost out of the box. We want our customer focused on working with our AppDev team to build the best possible mobile application that will deliver outstanding business outcomes - rather than worrying if it will work on one particular device type or brand.

More than just Application Development!

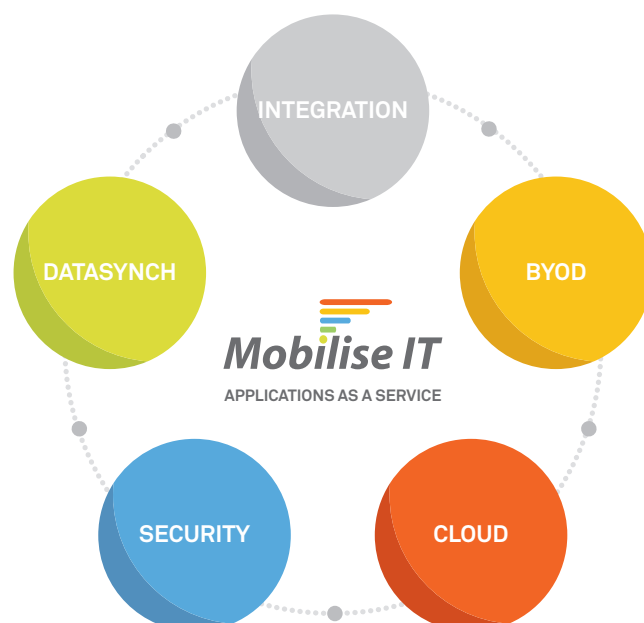
Mobile applications are meant to work seamlessly and deliver the exact business results you require. This requires a mobile application partner that understands more than just the underlying technology. Our approach is based on an understanding of how people like to work, your business process and supporting systems. There are dramatic technology differences in building a traditional application versus building a mobile application.

Leveraging this understanding of your business and our many years experience, the Mobilise IT AppDev Team, applies the right methodology, technology and tools to achieve your required objective. Our Engineering Team is certified in Agile development methods and supported by analysts and project managers that employ industry-standard project life cycle management disciplines.

More than just Mobile Applications!

Mobilise IT takes Mobile Application Services a step further by providing all our customer with a free 90 day Standard Service Desk solution to ensure each application gets the best start in life, with the option of extending this for the life of the solution. The

Mobilise IT Service desk provides your mobile application users with dedicated 1st, 2nd and 3rd level support for almost any device and or application requirement they may have. Users benefit from an application support concierge service that is second to none. The Mobilise IT service desk solution is one part of our world class Managed Mobility Services Offering, providing our customers with the option of bundling-in any of our "world's best in class" Mobile Device Management (MDM), Telecommunication Expense Management (TEM), Mobile Content Management (MCM) and/or Mobile Application Managed (MAM) solutions, all crucial to the delivery of a world-class MMS offering. Ask your Mobilise IT rep for further information.



* (GSMA Mobile Industry Snapshot: 2011-2015).

Mobilise IT Intelligent Mobile Applications

	Industry	Mobilise IT
Consulting	✓	✓
Native Multi Platform BYOD (Standard)		✓
MADP (Option)		✓
Integrated Mobile Device Management (Option)		✓
On Premise, Private or Public Cloud (Standard)		✓
Enterprise Class Data Orchestration Layer (Standard)		✓
HL7 v2 & v3 Health Ready (Standard) SSL & AD Integration		✓
On & Offline Capable (Standard)		✓
Build Test	✓	✓
Deploy	✓	✓
90 Day Mobile Service Desk (Standard)		✓
Mobile Managed Service (Option)		

The decision to begin designing, developing and deploying (3Ds) a mobile application to achieve your B2B and or B2C goals should be an exciting and exhilarating stage of your business life and not a frustrating and arduous task that drains your money, time and resources.

At Mobilise IT we have been putting the 3Ds into practice delivering mobile applications and solutions to hundreds of customers in Australia and around the world since 2004.

Our methodology differs in that we deliver device interoperability as a standard rather than an optional capacity wherever and whenever possible. The last thing you want to hear from your development partner is that your solution is not supported by one device or another. Our approach draws on deep technical know how and extensive industry knowledge.

Most importantly we have many years of practical experience delivering successful mobile applications. We are committed to continuous and relentless improvement to differentiate and deliver value whenever and wherever possible to our customers.

At Mobilise IT, we not only have the comprehensive range of traditional applications services you would expect from any reputable software developer, we differ and lead with mobile application expertise. We are market leaders when it comes to Mobile Application Development as a Platform (MADP). MADP ensures that mobile applications are seamlessly integrated with your Mobile Device Management platform. This integrated platform is supported through a world class follow the sun (24x7x365) Mobile Application Service Desk with experts ready to support every application and device.

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The Mobilise IT Mobile App Difference

Our customers gain the experience of working with one of the world's first mobile application development businesses. What our competitors typically provide as 'options or extras' we deliver as standard. This includes offline business as usual operation (for when there is no telco coverage), zero data loss, full transaction auditing, defence grade security and cloud ready deployment. Most important, all of our solutions are delivered with our world class integration layer - tools that enable our mobile applications to seamlessly interface to world class ERP solutions such as SAP, Microsoft Dynamics, while distributing data to multiple line business applications simultaneously.

Simple forms or complex Apps

Today's enterprises face considerable technical difficulties in the development, deployment and management of enterprise mobile apps because traditional tools and systems do not cope with the proliferation of mobile platforms. This creates inherent security and management challenges of each mobile device. Integrating multiple specialised mobility technologies is an expensive and quite often challenging option. This is due to the narrow focus of each technology on specific capabilities or features and operating environments.

Our AppDev team builds managed applications as services (MaaS). We can also empower your internal creative and line-of-business teams with flexible tools to build their own solutions – to rapidly respond to the demands of your customers and dynamic workforce. Our Mobiliser Platform allows you to build feature rich integrated applications whilst our Pronto Platform allows you to build feature rich forms for all major platforms pushed directly into the hands of the stakeholder. The time for line-of-business and marketers to take control over application development is here.

Telco coverage is not a problem

One of the biggest technical hurdles in building a mobile application is offline capability. Removing the need for uninterrupted connectivity to the network in order for the application to remain functional is critical when working across variable quality telco networks. This problem never presents itself in an office or home or any area a network connection is readily available, but anytime a user steps onto an airplane, hospital, or goes through the subway, an app without offline capability stops working. All Mobilise IT products and services are built with offline functionality from the ground up. By default, business logic permitting, a Mobilise IT built mobile application allows users the ability to run and operate the app regardless of network availability. Mobile business apps that work in offline mode or when signal strength is weak is not just a 'nice to have feature'. There are many scenarios, including emergency care, disaster response, and 'on-the-go' business functions that don't just save time and money – they potentially save lives.

Your data is safe

We have you covered. All Mobilise IT applications have zero data loss embedded in addition to audit logs and alerts. If a transaction can't be completed it is simply rolled back and further attempts are made until all mobile tasks are completed in full. Our customers never need worry about losing data transferred from the field to the office and vice versa. Consistent issues are all tracked and administrators alerted through our auditing process and structure, to better understand why and where such issues arise and how they can be solved.

Cloud, zero hardware and 99.9% uptime

Mobile First and Cloud First, these are not only two of the most game changing and pervasive technological innovations of our decade. They also go hand in hand. We have invested in skilling our AppDev team with all of the latest cloud technologies and we embed Cloud First in all of our mobile solutions as standard. You don't need to invest in costly and consuming hardware. Whether your cloud strategy includes Microsoft Azure, Amazon or Google in a public, private and or hybrid environments, the Mobilise IT AppDev team have the expertise to take advantage of these infrastructure technologies to save you time, money and resources.

Medical, banking, emergency services... our security has you covered

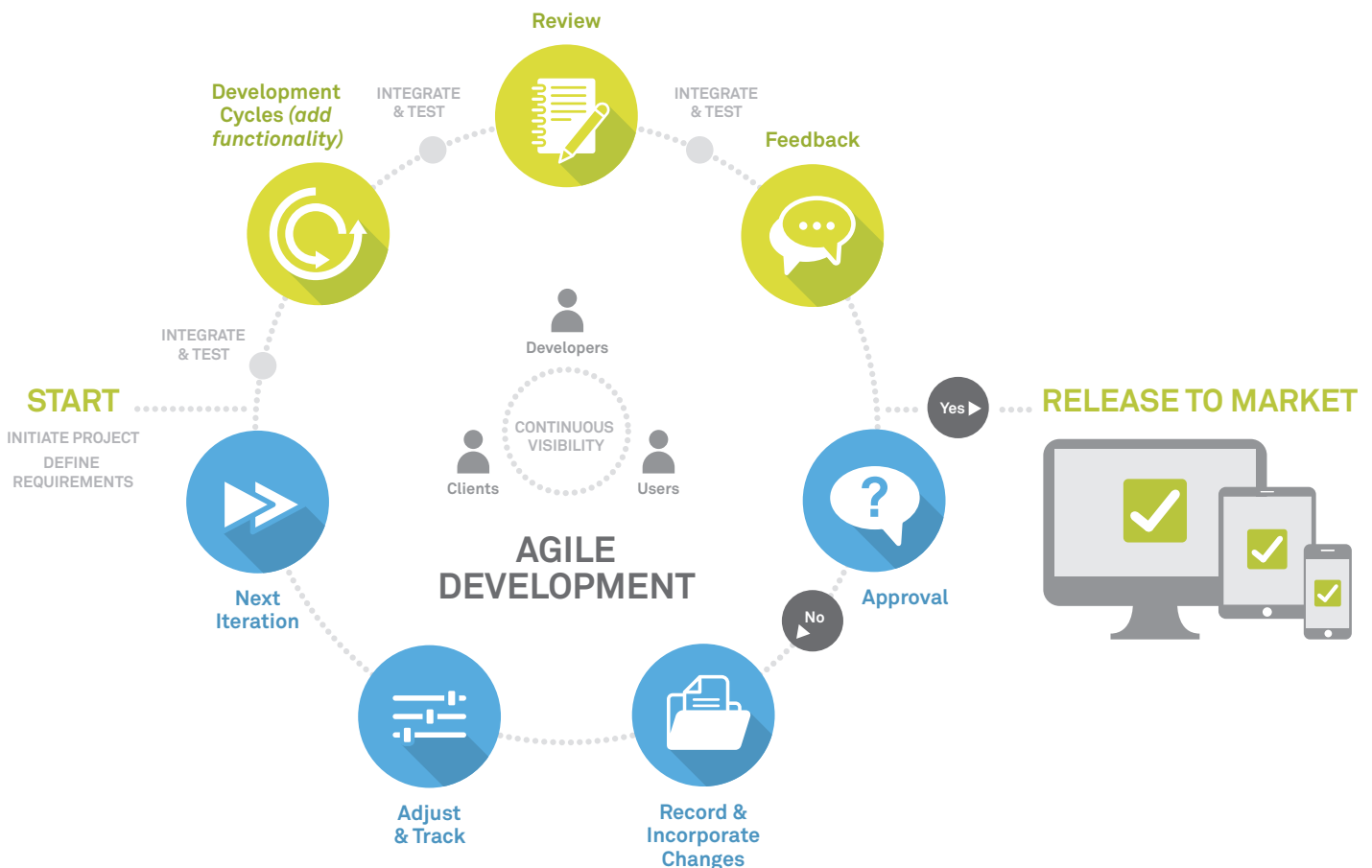
Our mobile applications operate securely, because our AppDev teams strictly follow industry's best and most current security practices. All of our solutions are provided with end-to-end FIPS 140-2 compliant encryption mechanisms. Data is encrypted from the server to the device and back again. Our AppDev team is even trained on all of the latest HL7 medical standards. Other forms of security include:

1. Authentication (Multifactor authentication wherever applicable)
2. App Containerisation
3. Data leakage prevention
4. Geo-tracking
5. Security validation

Seamlessly integrated to your key business applications

Our mobile data orchestration middleware is the glue that binds your new mobile app(s) to your existing business software and is delivered standard in all of our solutions. Capable of handling complex business scenarios and industrial strength, it is primarily responsible for securely transferring data from devices to backend system(s) via defined integration paths and vice versa, as well as managing integration to multiple backend systems in structured workflow (data routing and orchestration). In a typical environment our data orchestration layer would perform the following basic functions:

1. Implement complex logic to handle various business scenarios.
2. Data Persistence (object-relational database) to ensure no data is lost at any given time.
3. Communication is done through industry standard API and Web Services methods or bespoke data exchange scenarios.
4. Integration engine that will ensure connectivity and integration to any business backend system safely and securely without compromising on performance.



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