

# ENTERPRISE AND CONSUMER MOBILE DATA ACCESS SOLUTIONS



*In a market where competition is rapidly driving down prices and leaving razor thin margins, enterprise and consumer mobility solutions need to deliver tangible benefits.*

*Increased sales. Streamlined workflow. Time saved. For mobile network operators, handset and software vendors, system integrators and content providers, producing measurable benefits like these means putting the needs of mobile users at the heart of their service offering.*

## THE CHALLENGES

Delivering enterprise and consumer mobility solutions comes with a unique set of challenges, including:

- Finding ways to efficiently deliver data to the handset device via back-end systems
- Dealing with limited memory and network bandwidth constraints
- Getting the right mix of features into the applications
- Making it easy for users to navigate and access the information they need

## THE SOLUTION

In today's competitive marketplace, customers are demanding complete mobility solutions – they're seeking out providers who can deliver across the spectrum of design, build, integration and support.

Yisia<sup>®</sup> can help plan and manage the complexity of mobile data access technology to help you create enduring relationships with your customers.

## WHO IS YISIA?

Yisia<sup>®</sup> is a research and development company specialising in data access technology.

We provide best-in-class mobile data access solutions for consumer and enterprise applications, transforming the way mobile users store, organise and retrieve large amounts of data.

### What we do:

- Design custom software for mobility and vertical service providers
- Complement our technology offering with ongoing support via consulting services
- Offer expertise in Software Architecture, User Interface and Application Framework Design to deliver advanced software technology for Enterprise Information Portal (EIP), Enterprise Resource Planning (ERP), Supply Chain Management and Contents services
- Work with select partners, including software developers and system integrators, to help organisations access large amounts of data quickly and easily via handset devices

## OUR TECHNOLOGY

Yisia® offers an advanced suite of data access and management solutions designed to:

- Provide organisations with technology that makes accessing large amounts of data faster and easier
- Reduce application keystrokes, which saves time and operational costs, and improves workforce efficiency
- Reduce time to market, saving money and increasing return on investment

## OUR SERVICES

We work with a wide range of providers to develop and implement customised solutions for a host of enterprise and consumer mobility applications. In each case, we focus on improving application click-through, customer experience and ROI.

### What we offer:



#### Technology licensing

We can license custom-designed technology to solution and service providers. And we can work with you to develop and improve enterprise mobility solutions across a variety of platforms.



#### Consulting services

We provide HCI™ solutions and services tailored to your unique needs – and those of your customers. Working with a wide range of handheld device platforms, we deliver advanced mobility applications and the support to go with them.

Yisia® is transforming customer experience, improving productivity and delivering fast ROI across a range of sectors and services, including:



#### Inventory management

- Advanced inventory access: With Yisia® HCI™, enterprise solution providers can improve access to server data and enhance the rapid retrieval/update of information for mobile users. The result: an improved user experience and a reduction in workforce operating costs.



#### Mobile entertainment

- Advanced contents directory access: With Yisia® HCI™, users on the move can search and find content without typing words on a handset. This capability reduces the number of clicks it takes to access information and applications, saving users valuable time and improving the experience.
- Micro-Transaction accelerator: Users can navigate, preview and retrieve services and items and purchase quickly. Not only a better experience, it's one that boosts service revenues as well.



#### Mobile advertising

- Sponsored links: With Yisia's advertising directory access service, mobile users can find the sponsored results they're looking for quickly and with minimum effort. Improved access to relevant sponsored ad links can translate into a better user experience and an increase in advertising revenue.
- Multiple ad pages: Yisia® can help service providers increase revenues by providing detailed advertisement space on mobile platforms.

## THE BENEFITS

A Yisia® solution offers a host of benefits to both service providers and end-users.

### Your customers will benefit from:

- Software that's easier to use
- Lower operating costs
- Faster data access that uses less device memory
- Intuitive access to applications via 'low click count' software

### And you'll benefit from:

- Superior solution design, tailored to your customers' data access needs
- Continued support via expert consulting services
- Reduced development costs

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