



## **ZIM Mobile!** Mobile Application Development Platform

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## Mobilize Your Enterprise Data

Mobile workers and business data on Smartphone devices is one of the primary productivity trends in technology today. All business sectors are faced with the demand for real-time enterprise data on mobile devices. Further, users often want applications to function even when outside of wireless coverage.

The ZIM Mobile! platform provides an easy to use, economical approach to develop, test, deliver, and refine mobile data access solutions for enterprise applications. Full applications complete with defined data synchronization and business workflow rules or simple subsets of enterprise applications can easily be created for Smartphone devices. Data records may be allocated to specific users, viewed and updated securely on BlackBerry and other mobile devices.

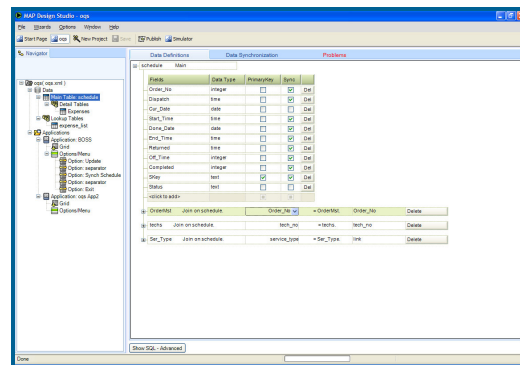
ZIM Mobile! allows companies to quickly and securely mobilize enterprise applications and data. Mobile! consists of the following components:

- Mobile! Design Studio consists of tools to design screens, and define the business, workflow, and synchronization rules for an application.
- Mobile! Runtime Engine executes the application on a mobile handheld device.
- Mobile! Data Synchronizer runs on a server and acts as an intermediary between the database and the mobile device.

### ZIM Mobile!:

- Removes the need for specialized resources to build robust mobile device solutions
- Reduces the cost and time required to develop and deploy your mobile product

## Three-Step Development & Installation with Instant Publishing Capabilities



ZIM Mobile! Design Studio Main Screen Data Definitions View

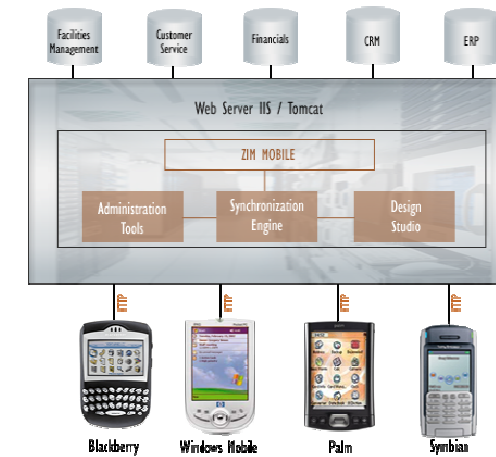
ZIM Mobile! provides the ability to install end user applications in three simple steps. It allows users to install the Mobile Runtime Engine, choose a platform, view the listing of developed applications and run the application.

Develop once and run your application on BlackBerry, Windows Mobile, (and soon iPhone, and other) mobile platforms.

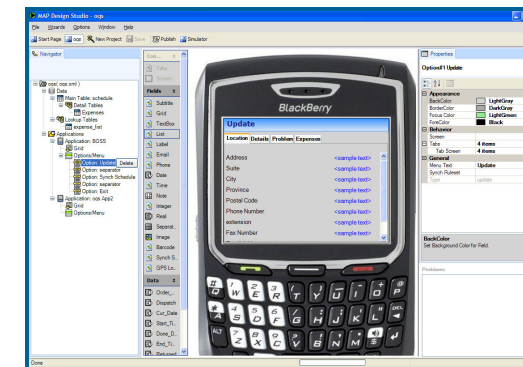
- Select data definitions, tables and fields, define synchronization rules and then customize the user interface to suit specific needs
- Test the application on Mobile! device simulator
- Published the application to the server for over-the-air download to your BlackBerry or Windows mobile device.

## Robust Mobility Platform

- Develop, test and deliver handheld wireless solutions in days
- Empower anyone familiar with application data structures to develop mobile data access solutions
- Build complex, custom mobile applications, with embedded workflow and business rules without the sometime onerous go-mobile time and effort
- Refine and maintain custom applications with ease
- Increased productivity leads to shortened time-to-market, and earlier revenue streams



## Graphical Drag & Drop Design Tool



ZIM Mobile! Design Studio Details Page

- Our easy to use graphical drag and drop design tool lets you customize the layout of the screen to suit your business requirements and branding
- Allows for easy mapping to data elements of enterprise applications
- Provides the ability to create multiple tabs for all the details of the application quickly
- Allows for easy selection of form objects to set properties such as the data source, constraints, layout, field formatting and text settings

## Built In Security

ZIM Mobile! utilizes the latest encryption and compression technologies to secure your mobile applications using two methods to prevent unauthorized access to mobile data:

- Provides server managed username/password authorization and http authentication methods
- Provides user options for password protection and 'wipe' commands

## Technical Specifications

Database	Java Server	Mobile! Design Studio	Connection
ZIM	Tomcat	Windows XP	HTTP
Oracle	Windows	Windows Vista	For Blackberry OS 2.4.1 +:
MySQL	Or Linux		Carrier BIS
Microsoft SQLServer			Customer's own BES
Others			

## Features

Robust mobile platform to build unique mobile access solutions

Three-step application development process

Drag and drop design tool

Instant publishing capabilities

Rapid installation process

Multiple cross-platform mobile capabilities

Built in security measures

## Key Benefits

Empower mobile workforces in days

Off-line access to enterprise applications

Develop and test applications with no coding

Rapid development and testing

Easy over-the-air deployment

Improve client satisfaction and competitive advantage

New revenue streams for ISVs