



Stay Connected, Whatever Your Business

Help your employees meet the demands of your industry with Windows Mobile® applications

People are more productive when they're connected. Using Windows Mobile devices, your personnel can collaborate with colleagues and customers—and access critical information—wherever they are.

Windows Mobile applications address the demands of your industry. Retail personnel, for example, can view buying trends in-store or when visiting suppliers. Manufacturers can provide warehouse managers with intuitive, menu-driven applications to accelerate stock take.

Financial firms can stream real-time market information to mobile devices to help traders stay ahead of the game. And all these solutions integrate with your existing business systems.

Microsoft® has also created mobile versions of its unified communications technologies, making it even easier for your people to stay in touch. Applications such as Microsoft Office Outlook® Mobile and Microsoft Office Communicator Mobile make for faster decision-making, speedier sales cycles, and more productive personnel.

Microsoft System Center Mobile Device Manager 2008 gives your IT team more control over your Windows Mobile devices. Enhanced features such as over-the-air policy enforcement and instant remote device wipe help them manage phones more easily and protect sensitive information.

The solution supports thousands of users and offers simpler maintenance to help reduce IT management costs. To find out how it can help you control and secure your devices, please visit:

www.microsoft.com/systemcenter/mobile

Microsoft® Windows Mobile® enables your workforce to be both mobile and connected.

Improve business productivity with a Windows Mobile powered device. Featuring Direct Push technology, get up-to-date e-mail delivery and automatically synchronize Microsoft Office Outlook® calendars, tasks and contacts. Deploy your key business applications safe in the knowledge that confidential information will be kept that way using important device security and management features.



Mobile for Manufacturers

Mobile technology makes it easier to deliver the right information to the right people. Many manufacturers deploy Windows Mobile solutions to manage every aspect of the business, from the supply chain to operations and transport.

Improve efficiency

Danish fashion supplier Wearhouse has equipped its sales representatives with Windows Mobile devices that scan the barcodes of the garments that customers select, so they no longer need to take orders by hand.

Windows Mobile solutions can also track and monitor parts and inventory as they move through the production process, helping to avoid over-stocking and reduce costs.

Motorola MC35



The Motorola MC35 has it all—GPS PDA-style phone, mobile computer, digital camera, and barcode reader. Plus, the MC35 supports existing and next generation enterprise applications. It's built to handle all-day, every day use in the most demanding environments. www.motorola.com



Mobile for Retailers

Mobile technology has transformed the retail industry, freeing employees from the limitations of fixed computers and tills.

Access Information in Real-Time

Hungary-based meal delivery company Food Express has rolled out Windows Mobile devices with Microsoft Office Outlook Mobile. Combined with Microsoft ActiveSync®, the solution gives managers real-time access to e-mail messages, business contacts, and calendars wherever they are.

Elsewhere, Windows Mobile point-of-sale solutions cut queuing time in stores and improve customer service, while other applications help retailers manage strategic tasks such as stock take, replenishment, and price checking.

Samsung SGH-i780



The SGH-i780 combines super-slim Samsung design with Windows Mobile. Key features include a large touch screen, 360-degree optical joystick and full QWERTY keypad, along with built in A-GPS and optional navigation package. www.samsungmobile.com



Mobile for Financial Services

Financial services organisations use Windows Mobile solutions to deliver time-critical information to employees, wherever they are. These businesses react faster to market changes while maintaining total information integrity, with advanced encryption and security features.

Authenticate Users

German bank Sparkasse Hanauerland has deployed Windows Mobile devices with Microsoft Internet Security and Acceleration Server 2004, to authenticate employees before they can access information.

Using other applications, traders can monitor prices and buy or sell stock wherever they are, while mortgage company advisors can complete property inspections in the field using integrated line-of-business tools.

iMate Ultimate 9502



The iMate Ultimate 9502 is a no-compromise messaging device with a high-resolution touch-screen display. Wireless connectivity includes tri-band 3.5G, 802.11b and 802.11g WiFi, Bluetooth 2.0 + EDR, and quad-band with EDGE. It has integrated GPS for mapping and navigation. www.imate.com

Enabling Businesses to go Mobile

To find out more

To find out more about how Windows Mobile can increase your business productivity, please visit:

www.windowsmobile.com

To find out more about the benefits of Microsoft Office Outlook Mobile, Microsoft Office Communicator Mobile, and other unified communications technologies, please visit:

www.microsoft.com/uc

To find out more about the extensive choice of line-of-business applications supported by Windows Mobile and how they can address the specific needs of your industry, please visit:

www.microsoft.com/emea/windowsmobileapps

HTC Touch Diamond

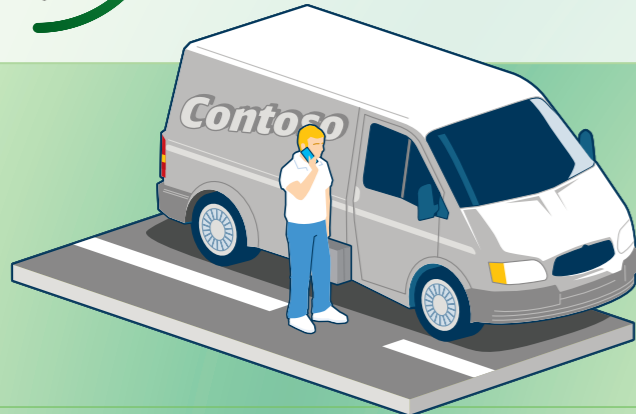


Redefining the perception of advanced mobile phones, the HTC Touch Diamond signals a giant leap forward in combining high-tech prowess with intuitive usability and exhilarating design.

www.europe.htc.com

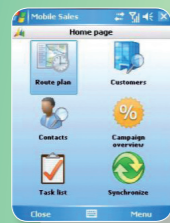


Field Service Engineer—Jurgen
Jurgen stays connected to the office using his Windows Mobile® device



07:30

Jurgen is a remote worker for an industrial equipment supplier. At the start of the day he checks his planned workload using Microsoft Dynamics™ AX Mobile Sales.



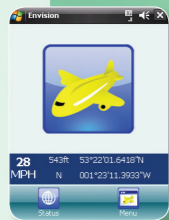
Microsoft Dynamics AX Mobile Sales uses RoleTailored technology to help Windows Mobile users carry out their daily tasks more efficiently.
www.microsoft.com/dynamics/ax

08:30

Jurgen's first customer requests some replacement parts. Using Microsoft Dynamics AX, Jurgen creates an on-screen purchase order and takes an electronic signature to confirm the transaction. It is then automatically sent for processing.

09:30

Envision is a GPS mobile phone tracking solution for organisations with a mobile workforce. It brings a new dimension to field service management, with real-time resource and appointment tracking for logistics, sales, and service departments.
www.envision-live.com



Back in the office, Jurgen's manager Jan receives an urgent call from a customer. Using Envision, Jan checks the real-time location of the company's workers to see who is nearest to the customer site. Jan schedules the emergency appointment for Jurgen, who automatically receives an alert.

10:30

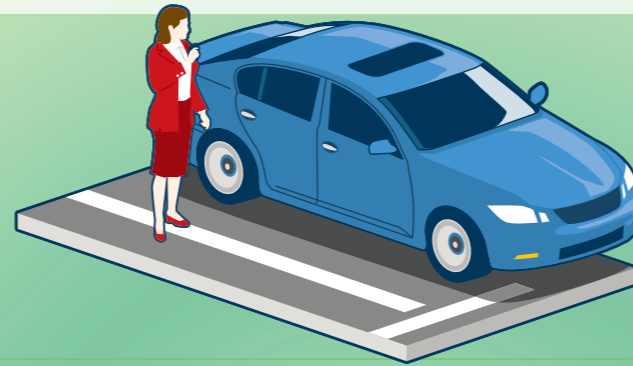
Jurgen arrives at the site and assesses the repair. He then uses Tensing Mobile Workflow to review the customer's order history and check the availability of spare parts. Finding them in stock, he places an order, and is ready for the next job.



Tensing Mobile Workflow wirelessly connects your mobile workforce with your back-office system. Field employees can access business-critical information from their handheld computers, making remote working fast and efficient.
www.tensing.com

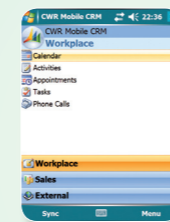


Mobile Professional—Paula
Paula uses her Windows Mobile device to stay up-to-date with appointments and orders.



12:00

CWR Mobile CRM is a leading mobile client for Microsoft Dynamics™ CRM. This cost-effective solution gives sales and service personnel in the field instant access to accurate CRM data through their handheld devices.
www.cwrmobility.com



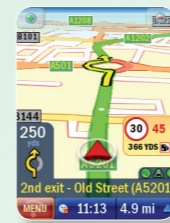
Paula works as a merchandiser for a major retail chain. With a busy afternoon planned, Paula uses CWR Mobile CRM to view a list of appointments and current priorities.

Preparing for her next meeting, Paula uses CWR Mobile CRM to review current offers from the corporate office and sales trends for the region.

13:00

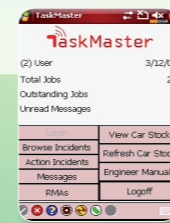
Paula's first appointment is at one of the company's busiest stores. Upon arrival she learns that the daily delivery has not arrived. Using CoPilot Live FleetCenter she checks the real-time location of the delivery and sends a message asking the driver for an estimated time of arrival.

Linking to CoPilot Live Mobile Navigation, CoPilot Live FleetCenter is a Web-based fleet management and job scheduling solution. It can monitor driver locations in real-time, send new destinations, and forward customer tracking links.
www.alk.com/copilot



13:30

TBS TaskMaster is an enterprise mobility solution that gives organisations a competitive edge by integrating seamlessly with back-office systems and allowing businesses to communicate information wirelessly to their field workers.
www.tbsmobility.com



Reviewing the store's inventory, Paula decides to order additional stock of a popular item. Using TBS Taskmaster, Paula inputs the order directly through her Windows Mobile device, and it is processed immediately.

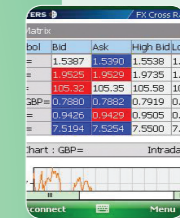


Financial Advisor—Osvaldo
Osvaldo keeps up with market news using his Windows Mobile device.



14:00

Osvaldo works for a large financial institution. On the way to a customer meeting, he receives an alert about some important financial results through Reuters Wireless Delivery System. Osvaldo uses the information to better advise his customer.



Reuters Wireless Delivery System sends time-critical market prices and news direct to Windows Mobile devices. Users get real-time access to detailed quotes and watchlists, alerts, charting, and a portfolio tracker.
about.reuters.com/productinfo/wirelessdelivery

14:30

After his meeting, Osvaldo uses Reuters Wireless Delivery System to set up a portfolio tracker, monitoring the customer's investments. He configures the application to alert him when a crucial share price changes.

15:00

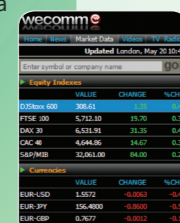
With Lemon Way Wonderbank Mobile, banks can give robust, secured, transactional solutions to customers who use Windows Mobile devices. Users can review their accounts, transfer money, pay bills, and buy or sell stocks.
www.lemonway.fr



Osvaldo has appointments in Germany, so it's time to head to the airport. On his way, he transfers money between his personal bank accounts using Lemon Way Wonderbank Mobile.

16:00

At the airport, Osvaldo receives a call from a customer who urgently needs him to trade some stocks on her behalf. Osvaldo uses wave Financial Services to carry out the trading securely from his mobile device, just before boarding his flight.



wave Financial Services is a complete solution for trading and risk-management on the move. Users get real-time streaming of mission-critical information, reliable transactional functionality, and on-demand charts with full historical analysis.
www.wecomm.com