

REALIZING THE PROMISE OF WIRELESS COMPUTING

Wireless computing is changing the way we do business...

There's no shortage of hype about the impact of the wireless revolution, and in many ways it is helping businesses be more competitive and productive.

Yet the most powerful benefits of wireless computing are not fully realized...

Narrow bandwidths, "dumb" devices, and the expense of modifying applications – these limitations and constraints have prevented corporations and employees from getting the most out of wireless devices and the network.

So how can I take advantage of the wireless revolution today?

It's a question that every CEO, CTO, CIO and IT manager should be asking of himself or herself. It's a question that will have a significant impact on the fiscal health of your enterprise today...and tomorrow.

We at HiddenMind have answers to these questions – answers that will that will empower your mobile professionals to take full advantage of network resources. Answers that will make your employees more productive and efficient. Answers that will make your company more nimble and competitive.

HIDDENMIND – CREATING MOBILE INTELLIGENCE

At HiddenMind, we're on a mission to provide the software needed to make the promise of mobile computing real today.

When we set out on this mission, our goal was to evaluate wireless technologies. We found that despite advances, it was allowing only modest improvements in the productivity and efficiency of mobile professionals.

Here's why:

Mobile computing devices don't let users multi-task, cutting their productivity.

Servers don't allow network managers to remotely control which versions of software applications are downloaded, making software management slow, expensive, and cumbersome.

Because the current combination of corporate networks and mobile devices is not intuitive, employees only receive limited, cookie-cutter data dumps. Yet mobile professionals need to be able to quickly get relevant and specific information.

Since mobile devices lack the processing power of PCs, applications must be stripped of features and graphics – an expensive proposition. Even after companies invest the resources to do this, the end product is often so pared down it's of little value to users.

Current mobile computing technology has a number of other inherent problems. If users are looking for timely information, they have to constantly dial up in the hopes that it will be available. Connections also often crash, forcing users to download the entire file all over again.

All this can be summed up simply: it is difficult – and sometimes impossible – for mobile professionals to get the information they need using wireless devices. And if they finally find what they're looking for, they'll spend far too much time trying to download it.

Because of this, few enterprises have seen meaningful returns on these particular technology investments.

HIDDENLOGIC – MAKING MOBILE PROFESSIONALS MORE PRODUCTIVE THROUGH SMARTER NETWORKS AND DEVICES

For many enterprises, the solution to the wireless computing problem has been to get on the “technology treadmill” and constantly upgrade equipment and applications, or struggle along with a patchwork approach that satisfies no one.

We at HiddenMind know that there is a better way than buying new equipment or endlessly writing new code. It’s making your employees smarter by adding a layer of intelligence to your network and mobile computing devices. And we do this with the HiddenLogic system.

The HiddenLogic system dramatically improves capabilities of the network and mobile computing devices. With it, users can find the right information fast. IT managers can run applications on wireless devices without having to scale them down. Enterprises can automatically blast out information that users need without them having to dial in.

When your company implements the HiddenLogic system, your remote professionals will have the information they need to quickly make better decisions, no matter their location. They’ll work smarter, not harder. They’ll spend more time in the field and less in the office.

All this will make your company more productive and efficient. And that will enable you to leapfrog ahead of your competition.

Competitive advantages of HiddenLogic...

- Reduces application management costs through wireless version control;
- Increases productivity of mobile professionals;
- Allows multiple applications to be run simultaneously;
- Improves asset utilization;
- Extends existing enterprise applications onto mobile devices;
- Improves the ROI of the existing network infrastructure;
- Streamlines the deployment of wireless applications.

HIDDENLOGIC – THE INTELLIGENT SOLUTION FOR THE WIRELESS ENTERPRISE

Whether you want to extend existing enterprise applications to wireless devices, write new applications, or simply enhance performance, the HiddenLogic system will empower you to develop solutions that meets your company's mobile computing needs.

The HiddenLogic Platform

At the heart of our product suite is the HiddenLogic platform, the foundation upon which all our products run, along with any custom applications your enterprise chooses to build with our Software Developers Kit. The platform consists of the HiddenLogic Server and Wireless Desktop.

HiddenLogic Server is a Java-based software architecture that resides on top of your server. Easy to install, scalable, and fully compatible with your backend systems, HiddenLogic server requires no additional hardware purchases.

The HiddenLogic Server offers a number of powerful benefits including:

- Dynamic provisioning - enables IT managers to automatically update applications remotely without end-users having to “cradle” the device. This allows IT managers to have wireless “version control” of software applications.
- Multiple session support - lets users simultaneously run multiple applications on mobile devices.
- Publish and Subscribe technology - allows users to create personalized “alert subscriptions” that automatically fetch time-sensitive data. That means they find out what they need to know at exactly the right time.
- Personalization of data – allows network administrators or users to customize the information that they need to receive.

Wireless Desktop is a thin client application browser that resides on mobile devices. Among it's many features, the Wireless Desktop:

- Takes whatever strengths of the device – be it memory, bandwidth, etc. – and increases its power, significantly improving performance.
- Is “device neutral,” allowing applications to be run on virtually any mobile computing device. A key benefit: the application does not have to be re-written to run on various devices, saving your company time and money.

- Fetches only the information that has changed in a form, sales report, etc., instead of forcing users to download the entire document. This cuts download time and bandwidth use, and reduces the time users spend trying to get information.

OTHER HIDDENMIND PRODUCTS THAT LET YOU TAKE ADVANTAGE OF THE WIRELESS REVOLUTION

Adaptors allow you to take popular customer relationship management (CRM) and sales force automation (SFA) programs and quickly modify and extend them for use on wireless devices. An inexpensive, easy-to-install alternative to writing or buying new programs.

Software Developers Kit is a cost-effective solution that allows you to create custom applications for mobile devices such as time sheets, expense reports, field service dispatches, order inventories, etc. No new hardware is required.

HiddenMessenger allows instant messaging among groups of users. Another benefit: users can join groups from their handset instead of having to register online at a desktop computer.

Technical advantages of HiddenLogic...

Requires no additional hardware or expensive upgrades;

Takes advantage of your existing infrastructure;

Allows you to easily extend existing backend applications;

Is inexpensive and easy to implement;

Is “future proof” (applications written on the platform will run on all current and future mobile computing devices without the need for major modification or customization).

The wireless revolution is more than hype: it can make a significant impact on your business. To find out how HiddenMind can help your company and employees get the most out of the wireless frontier, contact us at:

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