



Business Out of Office Manager® is an Enterprise Mobile Platform

Your organization is developing a Mobile strategy and needs a serious place to start. Something your IT capability can deliver to your business today, but remains empowered to meet the demands of tomorrow. A flexible platform that integrates with your existing information system investments, SMS communications, web services, and single sign-on user security. A dynamic framework that allows software developers to build application plug-ins and data rules without having to learn every Mobile operating system. You want inherent support for Android, Apple iOS, Bada, Blackberry, MS Mobile, MS Windows, and Symbian.

A content publisher that can data-push to an intuitive mobile application running on any modern mobile, including a tablet. Or, a rich drag-and-drop publisher that can build a Mobi internet site full of active text boxes, drop down boxes, search boxes, labels, and images whilst offering data sourcing from multiple systems to these controls. A development-to-production method that

once approved means bi-directional interaction is activated. Your business would likely insist on multi-language support, as well as mobile-user language preferences. Marketing and HR departments would expect to create surveys & advertising in minutes without any software programming needed. What if these needed campaigning for a defined period of time to a profiled group of Mobile users. The Sales, Administration, and Service departments would like the flexibility of managing scheduled tasks, including task reminders and feedback.

Added to this, these functions need to be replicable, scalable, and include a powerful reporting engine to inform business managers what data is being interacted with in order to grow the Mobile strategy more convincingly. Not forgetting, there are communication challenges to be solved such as lowest possible mobile data costs and data encryption to build trust in the strategy.

It's not impossible: BOoOM will execute your Mobile strategy.



In the modern business era, mobile devices such as cellular phones and tablets are fast becoming information-active tools of choice. Convenient, easy to carry, and more affordable, these devices are capable of helping people make informed decisions away from home and the office.

BOoOM can deliver rich, interactive information in the most convenient, easy to use, and secure manner. As an Enterprise Mobile Platform, the application suite is designed to serve as the middleware component between existing information systems and mobile devices by facilitating data access between these systems and mobile users. Data can be pushed and received to-and-from the mobile user, interacting with an unlimited amount of disparate systems. BOoOM is agnostic in its system-connect methods by receiving batch based information loads using common formats, or by facilitating a real-time information exchange through its own programmable interface.

BOoOM helps reduce paperwork, extend business reach, improve business services, provide a usable information service, build your brand, and deliver key business processes in the most efficient and pervasive manner available.

EXTENSIVE MOBILE SUPPORT: BOoOM supports Android, Apple iOS, Bada, Blackberry, MS Mobile, MS Windows (PC), Symbian for low data-cost clients; Mobile Internet Browser & Apple iPad for richer graphic & audio content interaction. All are carrier independent.

BROAD TRANSACTION SETS: Connect to existing information systems to deliver existing organization data into the field. Connectivity occurs through automated systems integration using data formats such as XML, Comma Delimited, .XLS, or even real-time API. Bi-directional data interaction (send, receive, update) is supported and BOoOM provides unlimited drill-down information access 24x7.

FOCUSSED EASE OF USE: Empower your mobile work force and customers with relevant and secure information tailored for each individual, or group of individuals, via intelligent profile management. Each BOoOM user only sees what is relevant to them through dynamic and easy to use menus. Data sent to Mobile Phones may be in multiple languages with each user receiving their language of preference based on the User Group they belong to.

VALUE ADDS TO LEARN MORE: BOoOM has a built in Survey Engine, so find out what your customers think in a cost effective and easy to use manner. Now your customers can provide feedback via their mobile phones at any convenient time.

TARGETED ADVERTISING: BOoOM also offers an advertising campaign area, which means dynamic text or graphic images can be sent to mobile phones. Your business remains in control of its own cost effective digital advertising without needing niche expertise to establish high-tech digital campaigns.

REMOTE TASK MANAGEMENT: Let your mobile workforce connect their Microsoft® Outlook® calendar and provide out-of-office acknowledgements on their completed tasks to a designated organization authority. Notifications and Reminders for individual task feedback can be used to assist remote workflow management.

INTEGRATED ALERTS: BOoOM flexibly integrates with SMS gateways allowing 'intrusive' notifications to be sent to Mobile users.

EXCEPTIONAL EXTENSIBILITY: BOoOM's DYNAMIC FRAMEWORK supports custom plug-ins: applications developed in C# (Microsoft® .NET v3.5 & higher) for tailored information services to mobile devices.

DESIGNED FOR ANYONE, ANYWHERE: BOoOM's intuitive, dynamic mobile phone interface means small screens can be easy to use.

UNDERSTAND MOBILE USAGE TRENDS: BOoOM includes powerful chart reporting, which trends mobile data usage per function offered. This allows organizations to better understand and evaluate existing mobile-data demands from staff and customers. Unwanted data functions can be disabled in real-time, or run for a preset limited duration only, whilst popular data functions can be further enhanced for greater benefit realization.

INTEGRITY: BOoOM provides data-provisioning version control. Data rollbacks can prevent incorrect data transmissions and are easy to perform.

BOoOM enquiries

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