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Mobitor Releases MBM Version 4

Mobitor releases new version of Mobile Business Manager™ with SaaS availability.

San Ramon, CA

Mobitor Corporation releases Version 4 of its flagship product, the Mobile Business Manager (MBM). MBM is an enterprise mobile application platform that extends critical enterprise data onto SmartPhone devices. MBM Version 4 incorporates a variety of enhancements including optimized synchronization and improved performance. The optimized synchronization can be configured to operate in background mode to give the user seamless access to always up to date business information. In background mode, MBM monitors user activity and the wireless signal to deliver data to the mobile device during opportune times. Typically, synchronization is completed in less than 30 seconds and has minimal intrusion to the user.

In addition, MBM V4 can now be licensed from Mobitor as a Software as a Service (SaaS). “With our hosted SaaS capability, our customers can now deploy a comprehensive mobile solution with a very low barrier to entry”, states Audie Hofmann, VP of Sales. “We can fully configure and deploy our solution in less than six weeks, and with the SaaS monthly service fees instead of the traditional up front licensing model, Customers can achieve an ROI within a few months of deployment.”

Clearly, the SmartPhone is becoming the device of choice for mobile professionals, and these professionals are going to expect more than just email on these more powerful wireless devices. Mobitor’s MBM system was designed for exactly that purpose giving mobile professionals access to their enterprise applications on the go. Specifically, MBM goes beyond wireless email to extend enterprise CRM, ERP, and other line of business systems wirelessly out to field sales and service professionals where they need it most, that is, meeting with customers.

MBM is available on Windows Mobile 5 and Windows Mobile 6 SmartPhone devices.

About Mobitor Corporation

Mobitor provides the expertise and wireless application platform to help enterprise organizations cost effectively streamline their business processes through mobile technology. Mobitor's mobile and wireless solutions suite enables companies to mobilize enterprise systems such as sales force automation (SFA), enterprise resource planning (ERP), and customer relationship management (CRM). Mobitor has key alliance relationships with Microsoft, HP, Verizon Wireless, AT&T, Sprint and T-Mobile.

More information can be found at www.mobitor.com or call 1.888.707.8230. Extension 250.

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