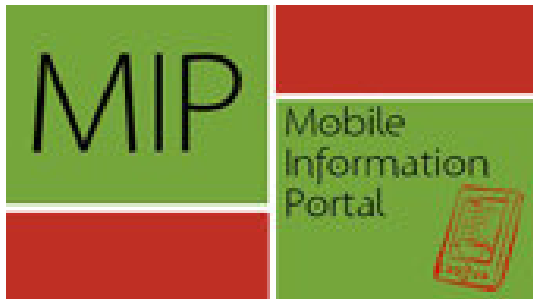

pocke**T**Technology

la tecnologia in tasca



Our product



www.pocketechnology.it

Idea

PockeTechnology borrows to our targets and experiences. We are qualified and supplementary, also able to cover effectively and efficiently all realities and company needs, speaking of mobile business.

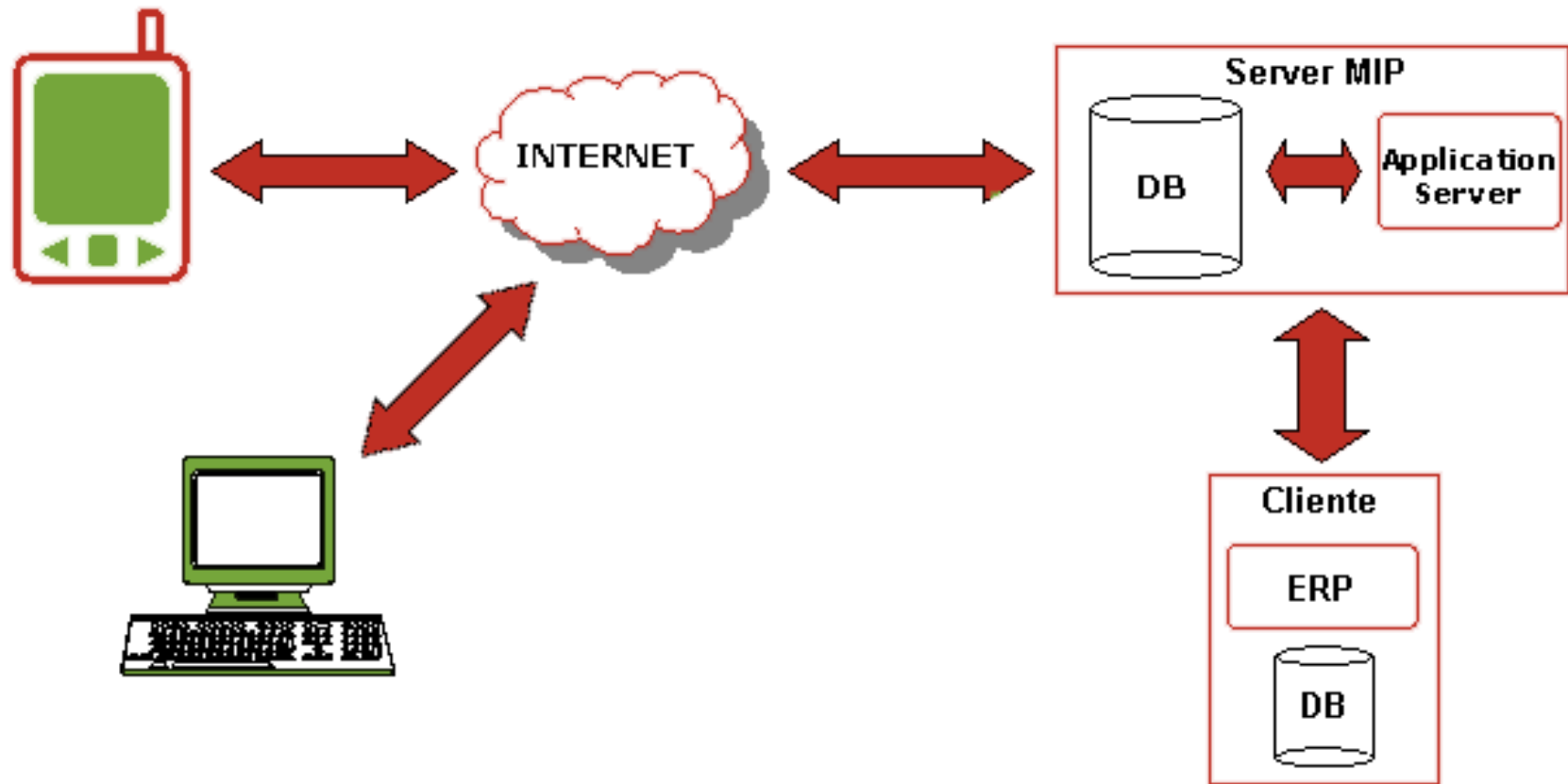
Today **mobile business** is represented from technologies, solutions, applications, tools, services and products which allow companies to have the opportunity of improvement and process optimization.

For this reason pocketechnology has created Mobile Information Portal (**MIP**), a software application easy to use (as a website).

Mobile workers will be able to find and to manage company information through every devices, mobile or not (pda, notebook, table pc, desktop).

MIP only required browser presence.

Technology



Technology

Our application is based on the following technologies:

Server

- ❑ Adobe Cold Fusion MX
- ❑ Support XML e Web Services
- ❑ Database & platform independent

Client

- ❑ Browser internet
 - ❑ Macromedia Flash player (optional)
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MIP Standard Structure

- Diary (individual/global)
 - Address book (individual/global)
 - Analysis and Report (printing in pdf)
 - Participation of external working
 - Customer personal data
 - Catalogue/Items list
 - Price-list/Promotions
 - Sale Orders/Shopping-cart
 - Utilities (Security devices for users,configurations...)
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What is MIP?



Menu:

- is shaped on customer needs
- is multilevel (max 3)
- manage user groups authentication

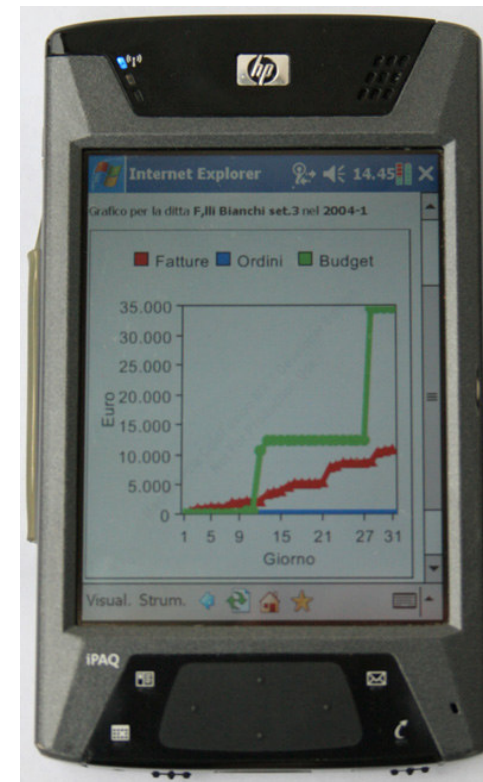
Our Software Application provide a catalogue (Items list) on which is possible to create or update an order.



What is MIP?



Item card includes product specifications.
It's possible to search items in two different ways:
for keyword or for "family".



There's also the possibility to create, customize and visualize every kind of chart (business chart, financial chart).

Advantages

- **Flexibility** → platform & device independent, modular and customizable application.
- **Mobility** → it's enough to have a mobile device and a wireless connection.
- **Simpleness** → web-based, it's not necessary to install other software applications on device.
- **Get information in real-time** → data availability and information exchanging between the company and its mobile workers in real time.
- **Time and management cost allowance.**

MIP is an application easy to adapt to customers real needs.
It's able to interact and to supplement the application already existing.
So to optimize the company process' flow and to see business course.

Client Target

1) Primary target: Company

- from 5 to 70 sellers (medium/small enterprise)
- (eventually) with an ERP and an enterprise network
- sales network or mobile worker
- movement of store

2) Secondary Target: Software House, System Integrator e mobile phone worker

- This is our future goal. First we'll look for market visibility. Then we'll try to put ourselves as suppliers to realize mobile solutions.
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Future Development

- The mid term target will be to explore and to cover new “world” of M&W, as a support to the logistic and to production together with the already existing B2E, B2C, B2B. This will be done through a natural evolution of our MIP system and with the creation of new software products.
 - Another goal is to address it to all sorts of operators which have to manage information (input or output) in a wireless way or in real-time.
 - We'll develop a Stand-Alone and/or Web-Based application (The Dressmaker) able to give a bidirectional instrument to complete and to synchronize every customer's software system with the MIP server. Today this is only an internal instrument, but it will become an independent product. It will be sold separately to all this customers which need to create and modify structure(for example reports and charts) as they like. In this way we will show us on the B2B.
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