

Nokia Intellisync Application Sync is a core element of Nokia Intellisync Mobile Suite, which provides “mobility beyond email.” A robust, reliable, and manageable platform for extending and synchronizing enterprise applications and data for mobile workers, Nokia Intellisync Application Sync has been successfully proven in some of the world’s largest deployments.

Data source-agnostic and customizable, this solution enables businesses to mobilize processes and provide seamless, reliable access for the diverse and ever-demanding requirements of the mobile sales force and business owners.

Mobile sales force—top 3 requirements

- Excellent communication with customers and colleagues
- Efficient management of sales tasks and time
- Freedom to make work mobile and still have access to enterprise resources

Business owners—top 3 requirements

- Well-informed sales force in the field, maximizing sales effectiveness
- Better communication with customers and within sales teams
- Optimized sales process through minimization of mistakes and lost opportunities

IT managers—top 3 requirements

- Mobilization of existing CRM applications
- Scalable implementation
- Increased service levels for mobile sales force

Nokia Intellisync Application Sync provides an open, flexible, and scalable architecture for organizations embarking on mobile application deployments, whether looking to wirelessly extend data from existing enterprise applications to mobile devices or deploying custom business process applications.

Proven Success in Many Industries

Pharmaceuticals: 12,000 field sales reps at one of the world’s largest pharmaceuticals companies now have 14 mobile applications



for CRM and sales information, streamlining administration, enhancing effectiveness of physician meetings, and driving greater market share.

Medical Products: The 500-person sales force of a major medical products company can better track inventory and reduce spoilage losses, with an annual savings of \$1 million.

Retail: An office supply leasing company with 40,000 assets at 600 locations now takes customer inventory using Pocket PCs with barcode readers, replacing the error-prone manual method, saving labor costs, and improving asset tracking and billing.

Field Service: 300 field technicians for a vended water industry leader use Palm devices to collect on-site data from 15,000 machines, improving worker productivity and asset tracking, and eliminating duplicate data entry.

Manufacturing: A large commercial cleaning product supply company uses custom mobile applications to eliminate paper forms and improve the ability of their sales force to close on the first call. Nokia Intellisync Application Sync had a one-year return on investment.

Bidirectional Synchronization

Nokia Intellisync Application Sync is capable of moving changed data to and from the server without having to write SQL code.

This is especially important for enterprise application data, where many users have a need to view the same data. Less sophisticated data sync systems are often limited to harvesting data one-way from the mobile device.

Server-Side Change Capture Mechanisms:

One of the challenges of bidirectional synchronization is capturing server-side changes. Not all data changes will originate on the handheld device. For instance, a call center may gather and qualify leads using a CRM application that connects directly to the server database, and new lead data will need to be distributed to field sales workers. Nokia Intellisync Application Sync provides a variety of out-of-box mechanisms to capture these server-side changes, including database triggers, change-logs use, and ODBC capture.

Advanced Connector Framework

Nokia Intellisync Mobile Suite has an open architecture, advanced connector framework, and pre-built connectors to allow you to rapidly integrate popular databases and enterprise applications. This can be accomplished without impacting your existing investments, or requiring software development to modify existing applications and data stores.



Extensible platform

Database vendor solutions often require repeated development and additional software purchases to extend mobile applications across multiple device platforms, or to support multiple applications on a device. Nokia Intellisync Application Sync provides an extensible, reusable synchronization architecture with multi-platform support to control these unnecessary development costs.

Flexible data access

Information can be pushed to employees by using flexible distribution options that let you cost-effectively tailor hardware requirements while matching delivery times to differing priorities: scheduled sync on a store-and-forward basis for less-critical data, or continuous distribution and event-driven push for the most time-critical information.

Sophisticated data management

Nokia Intellisync Mobile Suite is built to handle the most complex enterprise databases and business logic. Security and access are easily controlled with

vertical and horizontal data partitioning, while data-driven sharing rules ease the typical management burden. Custom conflict resolution and transaction boundary protection all help protect the integrity of your data within the mobile environment.

Powerful management tools

The Nokia Intellisync Application Sync built-in rules manager, mapping wizards, and other tools allow you to easily create and manage complex data structures, share data between various user categories, resolve data conflicts, and create business logic—without the need for SQL or other application coding. You can implement advanced security features, including military-grade data encryption, power-on passwords, and theft-loss protection that remotely locks-down and wipes clean a lost or stolen device.

The Nokia Intellisync Mobile Suite Advantage

Nokia Intellisync Application Sync is a component of Nokia Intellisync Mobile Suite, a solution that helps organizations extend

information beyond the boundaries of the traditional desk with the choices and flexibility to meet current and evolving mobility needs. In addition to application synchronization features, Nokia Intellisync Mobile Suite supports wireless email to send email and PIM information to mobile devices; device management to cost-effectively and securely manage remote devices; and file synchronization to distribute, update, and retrieve files.

Services and Support

Nokia offers a full complement of support capabilities through Nokia Services, including consulting, planning, deployment and ongoing maintenance to help achieve maximum business value from Nokia Intellisync Mobile Suite and its component solutions. The global, around-the-clock Nokia support infrastructure and expertise deliver peace of mind, day in and day out.

Technical Specifications

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| Architecture <ul style="list-style-type: none"> Laptop and handheld data synchronization Optimized for wireless synchronization Multiple distribution models, including application push Bi-directional synchronization Field level synchronization with checkpoint restart Scalable, clustered architecture with failover Dynamic load balancing | Data Management <ul style="list-style-type: none"> Server-side change capture Configurable conflict resolution Parameterized segmentation rules Full and partial client refresh Automatic data realignments |
| Non-Invasive Integration <ul style="list-style-type: none"> Pre built CRM connectors No application code required No database schema changes required Heterogeneous database and device support Client APIs | Supported Operating Systems <ul style="list-style-type: none"> Pocket PC 2002 Windows Mobile 2003 Windows NT/2000/2003/XP/ Tablet PC Palm OS |
| Admin Tools <ul style="list-style-type: none"> Remote administration Real-time system monitoring Configurable alerts and logging detail Integrated device management Graphical rules builder Integrated administrative console Extensible mapping API Data mapping wizard MMC snap-in console | Supported Client Databases <ul style="list-style-type: none"> AppForge IBM DB2/DB2 Everyplace Microsoft Access, MSDE Oracle Palm.PDB SQL Server/SQL Server CE Sybase ASA Supported Server-Side Applications and Data Stores <ul style="list-style-type: none"> Databases: IBM DB2, Oracle, SQL Server, Sybase Application servers Custom data: XML, Web services Packaged enterprise applications: CRM, SFA, SCM, and other ERP Web applications |

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