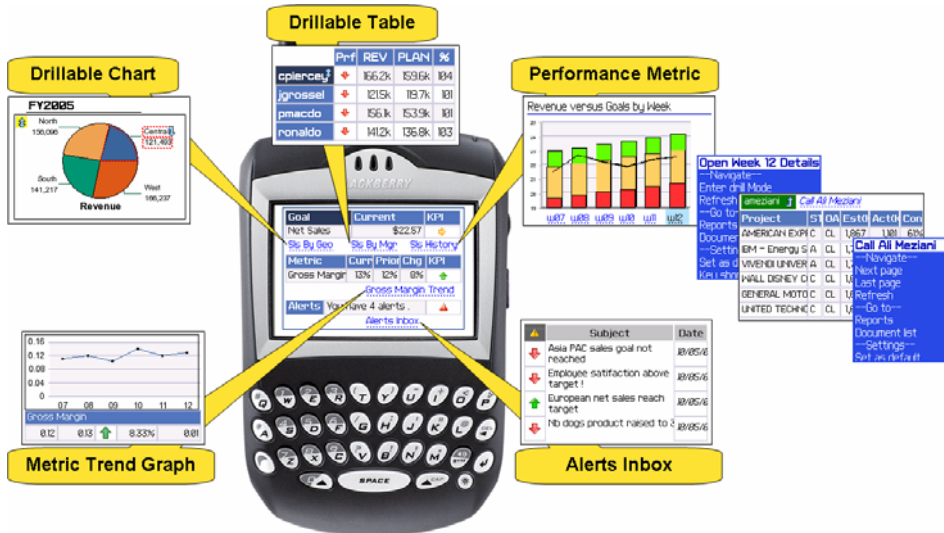


# BUSINESSOBJECTS MOBILE

## GETTING INFORMATION WHERE AND WHEN YOU NEED IT

BusinessObjects™ Mobile allows your organization to immediately access information from any mobile device. Management and information workers stay up-to-date and make decisions using the latest information. Sales and field service staff provide the right customer, product, and work-order information where and when it's needed—helping shorten sales cycles and increase customer satisfaction.

With BusinessObjects Mobile, users can drill down on and interact with familiar reports and metrics, change underlying data, trigger remote actions, and take immediate action. Deployment is quick and easy, requiring no additional servers. BusinessObjects Mobile fully leverages BusinessObjects Enterprise security and other services.



*BusinessObjects Mobile lets users access and interact with real-time information to make timely, informed decisions.*

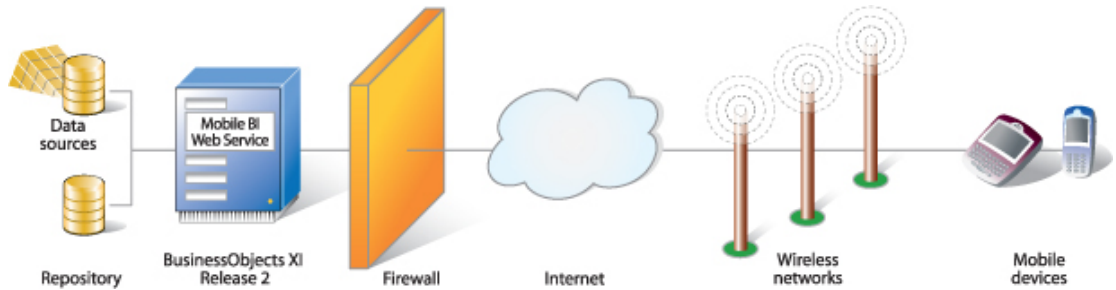
## IMMEDIATE ACCESS FROM ANY MOBILE DEVICE

With BusinessObjects Mobile, remote users can access their favorite business intelligence (BI) reports, metrics, and real-time data with a single click of their wireless device. The same BI content users work with every day on their desktops is automatically rendered and optimized for their compact mobile devices. This means that your users can intuitively access, navigate, and analyze familiar reports with no additional training required. BusinessObjects Mobile supports a broad set of mobile devices—including BlackBerry, Windows Mobile, Symbian OS, and any other J2ME 2.0-capable device.

## INTERACT AND TAKE IMMEDIATE ACTION

With BusinessObjects Mobile, users drill up and down in report charts and tables, interact with metrics and analytics, and pan and zoom to quickly gain an understanding of the data. You can refresh reports and specify parameters for a refined understanding of information.

BusinessObjects Mobile is a two-way application that empowers users to affect changes on the server, such as modifying a report's underlying data in response to changing events. For example, an account manager could change a customer's forecast status—say, from a three out of five to a four out of five—directly after a positive customer interaction at the client site. The extensible solution lets you to trigger remote processes, enables decision-making workflows, and integrates with other back-end systems.



*BusinessObjects Mobile deploys quickly and easily with no additional servers required.*

## DEPLOY QUICKLY AND EASILY

BusinessObjects Mobile deploys in days, installs in minutes, and fully leverages existing Business Objects reports while reusing existing security. The full trust and reliability of BusinessObjects Enterprise extends to the mobile environment—which means that 24/7 uptime, fault tolerance, semantic reconciliation, data quality, and the ability to audit are all inherent to the mobile BI deployment.

And no additional servers are required. Simply install a mobile BI web service within your BusinessObjects XI Release 2 deployment. This pure service-oriented architecture is standards-based, architecturally flexible, and easily deployed.

You can transmit all content over the wireless network securely and efficiently. Traffic is first compressed and then encrypted using standards-based cryptography and any platform specific encryption that's already in place (e.g., BlackBerry Enterprise Server). This ensures a strong, uniform security implementation across all supported client platforms while also leveraging platform specific capabilities.

With preconfigured system settings, installation is truly a single-click experience. The mobile device installs quickly without any additional management software. Platforms such as BlackBerry support "push" installations and deploy mobile BI capabilities to a large set of users in a more proactive, yet managed way.

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