



Solutions from spring

Mobilise and manage your field force

Consumer Goods Solutions

Spring Wireless has extensive experience in mobilising sales, marketing and distribution process in consumer goods industry.

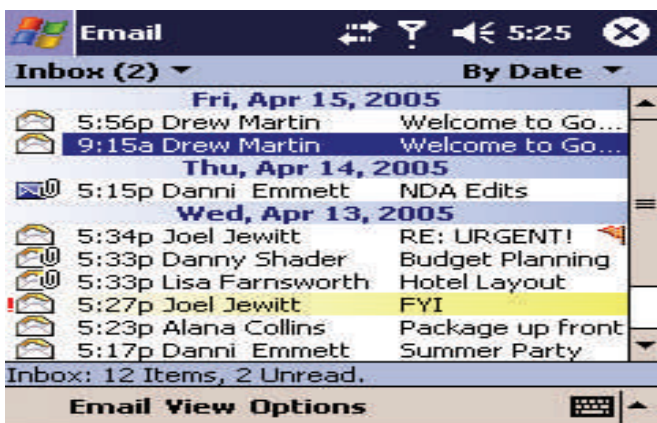
Its vertical solution, *mSeries®* Sales for Consumer Goods, provides advanced features that translate mobile enabling-technologies into real business value.

Advanced Features

- Support to both presales and van sales business processes
- Support to both direct and indirect sales channels
- Master data (customers, products)
- Sales route and tasks
- Flexible visit flow
- Order entry and automatic suggestion of items
- Flexible pricing & tax engines
- On-line order validation (pricing, stock, credit)
- Data gathering & merchandising
- Tracking of sales targets
- Mobile payment
- GIS/GPS features
- Push triggers (promotions start/end, out-of-stock, delivery issues)
- Configurable business rules and application behavior (without coding)
- Integration connectors to SAP Systems

Key benefits

- Provide field visibility & control
- Increase sales effectiveness
- Increase route productivity
- Reduce order processing costs



Financial Services Solutions

Spring Wireless has extensive experience in mobilizing acquisition and relationship processes in financial services industry.

Its vertical solution, *mSeries®* Sales for Financial Services, provides advanced features that translate mobile enabling-technologies into real business value.

Advanced Features

- Support to both acquisition and relationship processes
- Agenda and messaging
- Prospect info and lead tracking
- Client info database and relationship history
- Product portfolio
- New accounts opening (contracts are filled out electronically and sent wirelessly)
- Selling of new products and services
- On-line queries and transactions (e.g.: pre-approved credit lines)
- Simulation tools (e.g.: insurance, investments)
- Tracking of sales performance
- Compliant with financial services security policies and standards
- Configurable business rules and application behavior (without coding)
- Integration connectors

Key benefits

- Provide field visibility & control
- Increase sales effectiveness
- Reduce operational costs
- Reduce response times
- Increase information security



About Spring Wireless

Spring Wireless is a premier and leading mobile business provider, serving over 200 blue chip clients and 200.000 users in 20 countries, including companies like British American Tobacco, Cadbury Adams, InBev, Nestlé, Procter & Gamble, Unilever, ABN AMRO Bank, Citibank, HSBC, MasterCard.

End-to-End Solutions

Wireless Data Applications acts as the single point of contact for its customers, deploying and managing end-to-end solutions that comprise software, infrastructure, connectivity and services. This "Solutions as a Service" approach maximizes business value, through increased service levels, reduction in total cost of ownership, and long term partnership with customers and alignment of interests.

Business Applications

In order to address vertical business needs, Spring Wireless developed *mSeries*® product line, a comprehensive set of applications focused on field processes automation and management. *mSeries*® supports solutions for target industries (consumer products, pharmaceuticals, telecom, utilities, financial services and government) and processes (sales, marketing, services, logistics and data gathering). Moreover, Spring Wireless has developed advanced solutions for mobile electronic payment and mobile banking.

Technical Platform

Spring Wireless' solution are based on its Mobile Fusion® platform, which has been built from the ground up to address mobile business technical challenges.

- Service-oriented & metadata-driven architecture
- Based on open and de facto standards
- Carrier & Enterprise-grade
- Secure & Manageable
- Device and network agnostic

- Support to both connected and disconnected scenarios

Managed Services

MSM® (Mobile Solution Management) provides all services required to manage, operate and support end-to-end mobile business solutions.

- Service Desk (level 1);
- Advanced Support: (level 2 & 3);
- Application Management:
- Device Management
- Telecom Management:
- Data Management
- Infrastructure Management
- Service Management

Network Operations Center

Spring Wireless' NOC (Network Operations Center) is a highly available, performance and secure environment, based on a state-of-the-art data center.

- Fully redundant environment
- Virtualized infrastructure
- 24x7x365 monitoring
- High performance bandwidth w/ QoS
- Premium hardware support and stock of spare parts
- Segregated environments for development, QA and production
- Non-stop power supply, controlled climate, fire detection and suppression system
- Logical and physical security

Unique value proposition

- Business-driven solutions
- End-to-end solutions
- Market and technical leadership
- Long term relationship with customers
-

Health Insurance

Do you currently have health insurance coverage? Yes No

How many people are being insured?

Single-Adult
 Single-Parent (w/ child)
 Husband and Wife
 Family

Have you been rated or declined for health or life insurance in the last 5 years? Yes No

Customer

1253 - Chris Lane

General Information

- Code: 001253
- Personal ID: 216.154.592-32
- SS Number: 34.042.490-5
- Address: 778 W 37th Street
- Phone: 212 8548949
- Fax: 212 7984600
- Last contact: 10/10/2006
- Products: Life 1, Life 2, Health 6