

Web Applications To-Go

Who's Doing It and How

Adults lose 87% of what is learned within 1 month unless there is reinforcement or assessment of skills learned according to a Huthwaite Study

Rick Ouellette
Market Development Manager
BackWeb Technologies
(603) 626-7447

AGENDA

- The Overviews
- A Day in the Life of Mobile Professionals
- Empowering Your Greatest Assets
- Summary / Q&A

BACKWEB OVERVIEW

Company

NASDAQ:BWEB, Founded in 1995

Worldwide operations

- HQ in San Jose, CA
- 4 Patents within technology
- ~ 50 million users
- Oracle/PeopleSoft Certified

Partners

ORACLE | PeopleSoft.

BearingPoint.

IBM

bea™ plumtree® SOFTWARE
SAP
PARTNER

Select Customers



 Bristol-Myers Squibb Company

BAE SYSTEMS

Booz | Allen | Hamilton

Deloitte.



GE Healthcare

GUIDANT

Johnson & Johnson



Boehringer
Ingelheim



KLA Tencor



NOVARTIS



Pfizer



Raiffeisen



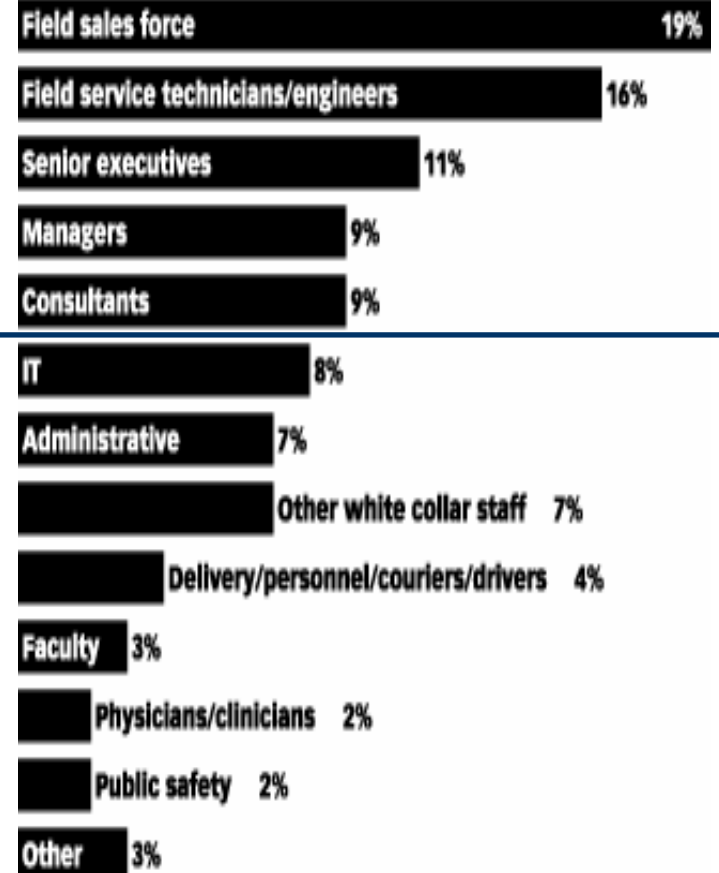
SIEMENS



MARKET & PARTNERSHIP DRIVERS

- **Core requirement for many customers**
 - PeopleSoft ePerformance scope to validate customer driven solution
 - Since then certified ELM and are working on others
- **Flexibility**
 - To address additional customizations / requirements (Pfizer)
- **Rapid Solution**
 - Certification on 8.8 and 8.9
 - implementation in as little as 6-12 weeks

US Mobile Workers, by Profession, 2004 (as a % of total mobile workers)



Source: Yankee Group, September 2004

HINDSIGHT IS 20/20

The Past,

Legacy Applications



- Client / client-server apps with mobile clients
- Mobile workers had info
- Difficult to deploy
- Costly to maintain
- Heavy synchronization

The Present,

Web-based Applications



- Easy to deploy
- Standards-based
- Less costly to maintain
- Easier to integrate
- Connectivity required
- Prone to performance latency and/or usability issues (adoption and compliance)

...and BackWeb

Offline enabling Web Applications



- Available all the time
- Polite (automatic) Synch
- No need to re-write app code
- Easy to deploy
- Single UI experience
- Unparalleled performance
- Minimize bandwidth costs
- By 2009 – 70.4% Mobile [IDC]

ANOTHER DAY, ANOTHER \$

10am - Will Loman just met with our largest customer



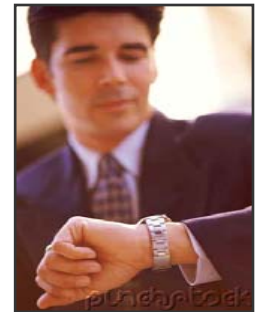
A summary is entered into the SFA tool



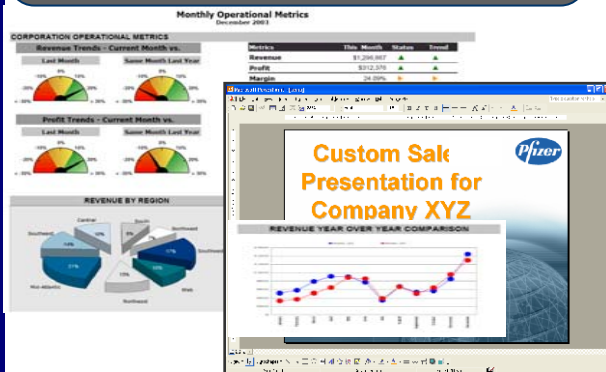
While checking Business Intelligence Reports, he notices a nearby customer needs attention



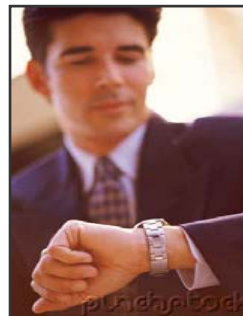
It's only 11am. Will schedules a 3pm call with this customer



Using the latest BI Data, Will quickly creates a custom sales presentation for customer meeting



With an hour of idle time, Will can complete his latest Performance Review tasks



PeopleSoft

Current Performance Documents

Listed below are the current performance documents for which you are the Manager:

Performance Document	Performance Date	Customer's First Name	Status		
Adrian Chu	01/18/2005	01/12/2005	Clerk-Payroll Sr	In Progress	
Angela Alvarez	Performance Document	01/18/2005	01/12/2005	Analyst-Financial Sr	In Progress
Bonnie Babbitt	Performance Document	01/18/2005	01/12/2005	Analyst-Financial Sr	In Progress
Carroll Rabiner	Project Review	06/15/2002	12/31/2002	Consultant-Senior	Available for Review
Carrie Chung	Performance Document	01/18/2005	01/12/2005	Auditor-General	In Progress
Carrie Chung	Annual Review	01/18/2002	12/31/2002	Auditor-General	Available for Review
Christina Adams	Performance Document	01/18/2005	01/12/2005	Officer-Legal	In Progress
Christina Chambliss	Performance Document	01/18/2005	01/12/2005	Clerk-Accounting	In Progress
Christie Corbano	Performance Document	01/18/2005	01/12/2005	Clerk-Accounting	In Progress
Christina Adams	Performance Document	01/18/2005	01/12/2005	Analyst-Financial Sr	In Progress
John Pines	Performance Document	01/18/2005	01/12/2005	Clerk-Payroll	In Progress
Jennifer Brown	Performance Document	01/18/2005	01/12/2005	Clerk-Accounting	In Progress
Jill Charney	Performance Document	01/18/2005	01/12/2005	Analyst-Financial Sr	In Progress
Jill Charney	Performance Document	01/18/2005	01/12/2005	Analyst-Financial Sr	In Progress
Jill Davis	Project Review	01/02/2005	01/06/2005	Analyst-Financial Sr	Available for Review
Kevin Chase	Performance Document	01/18/2005	01/12/2005	Clerk-Payroll	In Progress
Michelle Edwards	Performance Document	01/18/2005	01/12/2005	Clerk-Accounting	In Progress
Shawn Chan	Performance Document	01/18/2005	01/12/2005	Analyst-Financial Sr	In Progress
Susan Hancock	Performance Document	02/14/2005	02/21/2005	Analyst-Business	In Progress
Susan Hancock	Annual Review	02/01/2005	02/26/2005	Analyst-Business	In Progress



Best of all, Will did this from his car with no connectivity to corporate

WEB APPLICATIONS TO-GO...

The screenshot displays the Harmonica Wholesale web application interface. It features a top navigation bar with user information and settings. The main content area is divided into several functional widgets: a maintenance program menu, a sales performance pie chart, a to-do list, a UPS tracking input, a weather forecast for New York, a Yahoo! email sign-in, a personnel search profile, a news ticker, a document search table, a spool file explorer, a project Gantt chart, and a calendar. The interface is designed for comprehensive business management and user interaction.

- Any type of web application can be enabled for offline use:
 - CRM
 - E-Learning
 - Expense Management
 - Time and Labor
 - Document Management
 - Pricing and configuration
 - Knowledge Bases & KM
 - Portals – even 3rd party hosted
 - Custom applications

- **OTML** is Offline Tagging Markup Language
- Adding OTML tags to the HTML or externally allows the application to be processed for offline access [even when the source isn't available]

+ **OTML** = Anytime Use

- Most applications 4-12 weeks

BUSINESS PROCESS INHIBITORS

(i.e. – Performance Reviews)

- Evolving: Annual Process moving to On-going Process
 - Formalized goal process
 - Now includes peer reviews
 - Time pressures on the users to comply
- Time Required Conflicts with Core Job Functions
 - Priority task for executive management
 - Task for most employees (360)
- Workflow Speed & Efficiency
 - Information glut
 - Increasing mobility is “weak link” in the entire process

TECHNICAL INHIBITORS

(i.e. - Performance Review Process)

- Timeouts
 - Users spend lot of time on a single page / data loss
- Response Time (Latency)
 - Peak load lengthens time to complete tasks
 - Delays frustrate users
 - Impacts adoption, compliance, quality
- Access
 - Increasingly mobile workforce
 - Connectivity constraints – stalled workflows

BACKWEB SPECIFIC HIGHLIGHTS

- **Consistent User Experience**

- Users work on Performance Reviews in the same way they work online

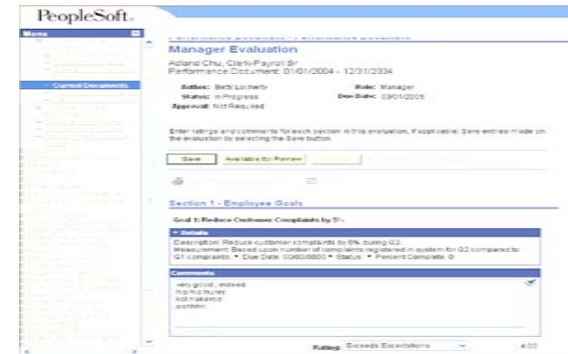


- **Fully Personalized and Secure**

- Offline Review List is identical to the Online list as of last sync. If this list changes, for whatever reason, the next sync will reflect the change.

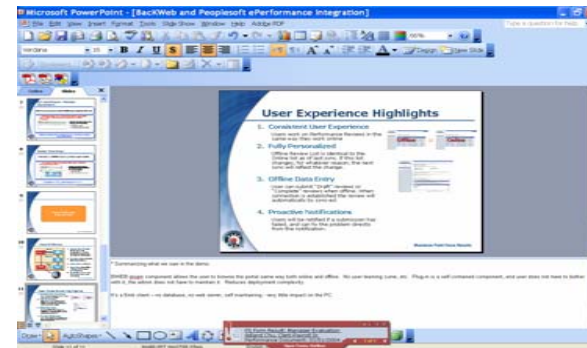
- **Offline Data Entry**

- User can submit "Draft" reviews or "Complete" reviews when offline. When connection is established the review will automatically sync.



- **Notifications / Reporting**

- Users will be notified if a submission has failed, and can fix the problem directly from the notification.
- Click through reporting available



SUMMARY

- 10+ Years Experience Mobilizing Information
- F100 Client-tested, Proven, Scalable
- Oracle-PeopleSoft Partner: Certified/Validated Solution
- Rapid implementation extends existing system
- Lowest TCO Mobile Solution

THANK YOU

Rick Ouellette
BackWeb Technologies
Market Development Manager

(603) 626-7447
rouellette@backweb.com