

INNOVE TECHNOLOGIES

Mobile Solutions Primer



Copyright Information

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This document is confidential. This shall not be revealed to anybody except the concerned.

Introduction

Mobile gadgets, including smartphones and PDAs, are getting to be increasingly relevant in today's scenario. At Innove, we believe in delivering solutions that help our clients utilize mobile channels in providing information, improving sales, increasing customer reach, discovering new marketplaces, procuring critical business Intelligence, and so on. Be it extending and integrating legacy systems to mobile systems or building stand-alone solutions, our teams have helped many organizations add value to their businesses.



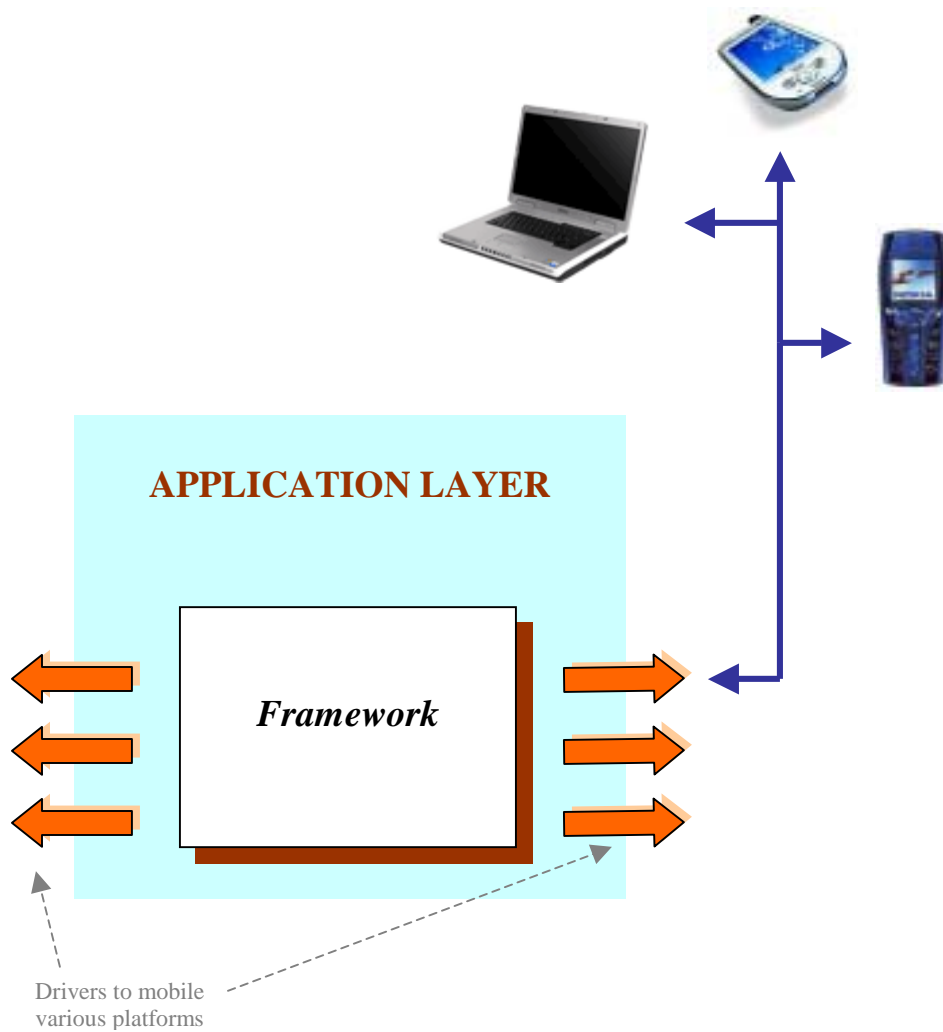
We seek to provide our clients and their end-customers with seamless systems for producing and consuming services and information, irrespective of their technology, platform etc. Our extensive domain experiences and technological expertise help us deliver cutting-edge software and services in the mobile domain.

Innove Mobile Development Framework

The Innove Mobile Development Framework – IMDF, is Innove's proprietary development framework for building applications on Mobile Platforms. The IMDF is a part of Innove's initiative to developing and delivering solutions that stretch into the mobile domain. The IMDF has been used in developing SMS-based Solutions, Wireless Access Solutions, Mobile Intranets, as well as our MyBook OCTAL – an E-book product built atop a mobile device of a reputed IDA-backed hardware firm, Encore Technologies.

The IMDF is a specific, modified coding Framework built atop the standard N-Architecture, to provide for a more advanced platform for us to implement systems and solutions:

- Presentation Layer (Presentation Interfaces & Presentation Services)
- Application Layer (7 Layered Application Components)



In the following document, we present some specific case studies and products that have been built using our Framework.



Mobile Mail Alerts

About

For enterprises wishing to keep track of their mail and messages while on the move too, this system provides an access mechanism by which the employee can hook up with the email system from a mobile device without the hassle of much configuration and such problems. When a new mail arrives, the system sends an SMS-Alert to the user. The alert can include the email message, sender, subject etc. All these settings are configurable from the web interface. The user can also define rules to filter mails, or to have more specific alerts

Features

1. Web based interface to configure mail accounts and other parameters
2. Can set maximum SMS to be sent in a day
3. Tracks usage by user/thread etc
4. Allows a user to receive his mail on the mobile phone.
5. Can be configured to allow the user to send mail using SMS.

Benefits

- Fast access to email – anytime, anyplace
- More flexibility with desk-time
- Ability to remote monitor
- Can be extended to monitor other facilities such as Intranet, or other Apps

Technology

A standard SMS gateway is used for receiving and sending messages. There are no additional requirements on the client side besides being able to Send/Receive SMS messages.



Mobile Market Survey Tool

About

Market Research is a vital need for companies spanning across industries and countries. Gathering data and information about customers and customer-needs can be a labour intensive as well as expensive task. Our Mobile Market Research Toolkit is designed to provide a faster and more effective solution for intelligence-gathering. Our toolkit allows companies to conduct surveys on the mobile phone using SMS or GPRS data connection, whichever is available. Managers can make use of the Survey Builder to create online questionnaires. Users will be able to respond to them from wherever they are using their mobile platforms. The system can also be configured to award user points on the completion of survey.

Features

1. Survey conducted using SMS or GPRS
2. Survey builder for managers
3. Easy to use survey forms for mobile interfaces
4. Report generator
5. Point system to award user on completing survey

Benefits

- Low cost way to reach respondents
- Quick and automated way to gather responses
- Relatively non-intrusive way to get to respondents
- Easy way to create and manage surveys

Technology

This exists in 2 versions. A standard SMS based tool, which imposes no limitations on the participating client platform. There is a more advanced J2ME version available which uses GPRS for communication with the central server.



SMS Billboard System

About

This system enables users to control billboard displays using his mobile phone. The billboard can display messages sent to it via SMS. This sort of a system is particularly useful in shops and malls with big billboards displaying various marketing campaigns, and even personalized material. Shops may use them to advertise their wares. Individuals may use them for displaying birthday or season greetings. The systems can be used in Traffic junctions or Parking Lots.

Features

1. SMS commands and message-sending
2. Real-time change of display
3. Online Payments

Benefits

- Low cost way to managing Billboards
- Easy way for various clients to access and post messages
- A new revenue stream for Malls or Shops
- Easy to use interfaces

Technology

A small SMS gateway device is attached and interfaced to the SMS billboard. This device handles all communications with the mobile client and provides interfaces for querying/updating of data.



NET-Phonebooks for Mobile Phones

About

This system provides users with a fantastic way to maintain their phonebooks on the Internet while using them on their mobile phones. Users will be able to use the interfaces on a web-browser to create and manage their contacts. They could import it to their phones or export it from their phones. The system also means that users may import specific groups from a general database of contacts. E.g. Co-workers contacts from a company database, adding groups of friends created by one member of the group and so on.

Features

1. Backup or Restore phonebook
2. Synchronize phonebook
3. Import 3rd Party Contacts
4. Web based administration to edit phonebook.
5. Can export phonebook as an excel sheet.
6. Auto-updates for Contacts

Benefits

- Easy and fast way to manage contacts
- A one-stop method for maintaining all sort of Contact details: mobile phone contacts, email contacts, addresses etc
- Ability to co-manage mass contacts' lists
- Universalization of phonebooks

Technology

The Net – Phonebooks module requires the mobile client to support J2ME. In addition to that the client should also support GPRS connections since those are used for all communications with the central server.

Your Partners in Making it Happen!

Innove Technologies shall be your partner in implementing effective solutions for your needs. Innove Technologies serves customers wishing to incorporate IT solutions for a more mobile and agile business. Our solutions are built keeping in mind the paradigm of 'Information Everywhere'.

Our collaborations with transnational IT Services' Firms enable us to deliver competitive, cost effective and cutting edge technology for businesses wishing to stay ahead in the new age. Our partnership with AI Soft Technologies – an IT Solution Provider with over 200 years of combined experience in software development – provides us with an excellent outsourcing base in the heart of the Silicon Valley of India.

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