Robbie Williams on tour with mobile application from Yakara

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Robbie Williams on tour with workTeams

A new product from Scottish mobile technology specialist Yakara plc is helping to make Robbie Williams' 2003 European Summer Tour a success.

Organising an international star's gruelling schedule of 21 performances in 10 countries across Europe is a complicated business. A support team of hundreds is needed to ensure that each live performance happens when and where it is billed. Yakara's innovative product, workTeams, has been deployed by StageAccess.com to enhance mobile communication between the huge team of suppliers, contractors and freelancers bringing the Robbie Williams show to life. The tool, which StageAccess.com has branded "eBiz Teams", will support the tour from its kick-off on 28th June in Murrayfield, Edinburgh, through to the final date in Dublin in August.

Commenting on the application, Yakara's Managing Director Stuart Malcolm said:

"The workTeams product makes it easy for mobile project teams to communicate, collaborate and co-ordinate using SMS, Email and the Internet. All mobile phone users, whatever their network, can benefit without the need for specialist handsets. Here is a large, dynamic project team consisting of many different professionals, travelling from country to country. Getting the job done on time is essential, and delays cost money. Using our product, the tour management now have a fast and reliable way to communicate with the entire team for the first time. It also allows the individual team members to communicate much more easily with each other."

workTeams offers significant financial benefits through increased productivity, improved team responsiveness and direct savings in telephone charges. Operationally, the product helps the team to anticipate problems, vastly improve communication, co-ordinate problem resolution and generally keep everyone informed of progress.

Lee Charteris, founder and Managing Director of StageAccess.com, has seen the problems that can occur on the road: "On numerous occasions during a tour, there can be seemingly minor discrepancies that can cost the rolling tour army valuable time and, of course, money. This is on top of the monster headache of realigning and imparting all the corrected information to the disparate parties involved. Using eBizTeams, these issues could be sorted out in a matter of minutes."

While StageAccess.com sees great potential for eBiz Teams in the music business, Yakara is aiming the new product at any sector that brings large numbers of people together for time critical projects. The company has identified meetings, incentives, conferences and exhibitions to be early adopters of its workTeams product. Recently, VisitScotland estimated that business tourism associated with conferences alone is worth £900 million per year to the Scottish economy, and Stuart Malcolm is confident that workTeams will offer significant benefits to users in this sector, and that similar channel relationships can be developed in the future.

Lee Charteris is also enthusiastic about the technology's potential: "Having 20 years of tour production experience, I know exactly how complex and intensive this business can be. Any means by which communication can be improved and knowledge shared is of great benefit, which is why we have embraced Yakara's product. This will greatly add value to our tour management business and enhance the usability of our online entertainment directory, www.StageAccess.com."

Stuart Malcolm concludes: "Teamwork is playing an increasingly important role in today's business. Yakara is delighted to be partnering such an important player in the music entertainment industry as Stage Access.com. The end result of this collaboration can be seen at any of Robbie Williams' performances in the 2003 European tour."

For more information on Yakara, visit www.yakara.com. For information on the successful mobile technology sector in Scotland, visit www.mxalliance.co.uk.

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ABOUT YAKARA
Yakara is one of the leading vendors of mobile lifestyle applications with customers who include some of the world's best known telecommunications infrastructure manufacturers and network operators. Yakara's objective is simple - mobile lifestyle and community applications - quickly, easily and effectively.

ABOUT STAGEACCESS
www.StageAccess.com <http://www.StageAccess.com> - the ultimate entertainment industry directory - is now online, bringing interactive online information and practical networking solutions to professionals throughout the entertainment industry. StageAccess.com's core features help both individuals and companies to access contact information, CVs, company profiles and a growing range of other vital information covering companies, people, places, agencies, venues, equipment rentals and much more. Registration is free to anyone in the industry and can be done online at www.StageAccess.com <http://www.StageAccess.com>. Individual annual membership for the full web package is £100. Company membership is £195.

ABOUT MX ALLIANCE
MX is an alliance of companies that specialise in the invention and delivery of services, applications and solutions via mobile devices. Members recognise that they operate within a complex eco-system of value chains including sponsors, the financial community, government agencies, network operators, hardware manufacturers, service providers and software vendors. Through collaboration between them and with this eco-system MX members companies aim to raise awareness and enhance the marketing of their products and services in order to generate wealth.

MX was formed in 2001 and, to date, has recruited more than 20 members from across the mobile applications industry. These companies work with a variety of technologies and a wide range of industry

sectors, including healthcare, local government, central government, retailing, distribution, manufacture, agriculture, gaming and marketing.

MX is run by the members for the members with support from Scottish Enterprise.