

Smaller enterprises can act big with customer data on the move

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Tunbridge Wells, UK, 23rd June, 2004 - UK-based mobile data service provider Crimson Tide has launched mobileprofessional, the first subscription-based service to provide secure real-time access to customer database and desktop applications via a handheld computer. The 'work anywhere, anytime service', priced from just £85 per user per month, removes the cost barrier to mobile data access for the small to medium sized business, allowing them to compete with blue chip organisations.

mobileprofessional is aimed primarily at businesses looking to improve sales productivity and field service quality. It provides mobile employees with real-time access to customer database, email and other desktop applications including email via a handheld computer,

Barrie Whipp, executive chairman, Crimson Tide, says the new service will allow smaller businesses to reap the commercial benefits of mobile data access, without incurring capital costs:

"Until now, the majority of UK businesses have been unwilling to invest in mobile data access because of the perceived high cost, uncertainty about return on investment, complex integration and data security issues. We are removing all of these concerns with a single stroke, providing the affordable service the market needs to create an explosion in take-up of mobile data access.

"Real-time data access is transforming relationships between businesses, their suppliers and customers. With mobileprofessional, sales personnel can resolve billing enquiries and update customer histories on the spot, or generate an invoice within minutes of securing an order. The productivity gains can be enormous."

Until now, mobile data applications have involved major investment, costly integration and complex data synchronisation issues. In 2004 UK businesses will spend £9.9 billion on mobile and wireless technology, almost 12% of their total IT investment. Concerns about return on investment have made many smaller organisations unwilling or unable to consider a mobile data strategy.

According to a recent study by the Economist Intelligence, professionals are predicted to spend almost half of their time away from the office by 2006. Yet 31% of mobile workers say they are less productive when out of the office and, in another survey*, one in five IT directors admitted they had no knowledge about the level of personal device ownership within the business or whether employees are synchronising critical data, copying documents or sending email.

Barrie Whipp concluded:

"As mobile working becomes more mainstream it is crucial that working anywhere, anytime is not seen as a luxury only available to the larger corporate company. SMEs can also have access to email, customer and product information, wherever they are, at a price they can afford. We believe mobileprofessional will consolidate Crimson Tide's position as a major player in the market."

Ends

* Data taken from a survey of 600 firms sponsored by mobile operator O2

About Crimson Tide

Crimson Tide is a leading provider of mobile data services to the SME market. Established in 1996, the company's heritage is rooted in providing sales, marketing and service solutions. In 2004 the company realised that mobile data services are the future of the industry and diversified its offering. The result was mobileprofessional, the industry's first service and subscriptions-based mobile data service. mobileprofessional provides secure real-time access to a company database and desktop applications via a hand-held computer or BlackBerry unit. All of the hardware, software and communications tools are included from less than £85 per month. For more information visit: www.crimsontide.co.uk or www.mobileprofessional.co.uk

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