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MEDIA RELEASE

Mobile becomes management tool away from office

The use of cell phones as a management tool is growing rapidly, so much that business people are making it their work place away from the office, keeping tabs on all business operations at all times.

Mr. Kevin Clarke, Marketing Manager of HansaWorld Africa, told attendees at the launch of the company's newest products in Windhoek recently, that the international trend over the next five years was pointing towards business cell phones being used increasingly to manage businesses away from the office, instead of personal computers.

He said mobiles for businesses had been a corporate pipe dream for many years but with the introduction of GPRS and wireless Internet it has become a reality.

Mobiles have evolved from being just phones into organizers and entertainment centres. Business applications, furthermore, moved away from being closed accounting systems to integrated hubs of corporate information.

HansaWorld and its Namibian partner, Afresh Consult, introduced Version 5.2 of HansaWorld's Business Organizer, software that brings together all the processes on Nokia business phones.

Mr. Clarke said the HansaWorld Business Organizer would lead the user to increased sales opportunities, reduced costs, improved customer service and a greater competitive edge for the company.

It offers business people unprecedented freedom to be wherever they want, without losing opportunities, and without having to carry the extra three kilos of a personal computer.

With the Business Organizer the user is no longer hampered by slow synchronization of limited parts of corporate data. "You have your company information at your finger tips. Sales people will have secure and reliable access to the information on site and senior managers will always have an up-to-the-minute snapshot of the business and cash flow."

Simultaneous uploads and downloads can be performed, real-time e-mail and electronic conferencing can be effected, while a real-time personal as well as a group calendar can be maintained.

"Managers can stay on top of their businesses any time and check the company's sales, management, financial, stock and service reports. They can plan their material requirements, control real against forecasted sales, and perform production and purchase planning as well as orders. These functions were previously only the domain of personal computers."

Mr. Immo Böhm, Managing Director of Afresh Consult cc, said the Business Organizer could be viewed as an extension of a company's business management system. The Business Organizer would, however, be so much more effective if it had access to a fully and effectively integrated business management system at the workplace.

He said HansaWorld offers modern software, which harmonizes all parts of a truly integrated business. It would fully integrate functions such as accounting, logistics, warehouse management, customer relationship management, point-of-sale, e-mail, e-commerce, payrolls, databases and calendars.

Companies of all sizes, also small and medium enterprises, can find affordable solutions that meet their individual requirements. Users could range from lawyers, accountants, computer companies, retail businesses, and

factories to service and non-profits companies. An advantage of the software is that it can be customized for local businesses, Mr. Böhm pointed out.

HansaWorld's software is the fastest over LAN and is able to run on Windows, Linux, Apple, UNIX, Sun Solaris and IBM operating systems. It can also be connected to other databases.

HansaWorld was established in Sweden in 1988. It has 23 offices and 67 000 installations in 87 countries and grows by about 6 500 customers per year.

The biggest growth is being experienced in developing countries. HansaWorld has been operative in Africa since 1994, with some 110 customers. Afresh Consult started marketing HansaWorld's products in Namibia from 2003. Integrated software systems have already been installed at Cymot, Edumeds and Corridor Logistics, while a number of companies have shown a keen interest in the different solutions.

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