



## CASE STUDY: Yahoo!

### Yahoo! Incorporates Pumatech's Synchronization Engine



"This newly updated functionality will give our millions of users around the world an even easier way to keep their business and personal lives in sync and organized. We strive to provide our users with the best and easiest-to-use tools to improve the overall efficiency of their daily lives. Intellisync software has proven it can do just that, with its simple user interface and ability to synchronize information between devices such as PCs and handhelds."

– Lisa Pollock, senior producer, Yahoo!

#### *The Company: Yahoo!*

Yahoo! is a global Internet communications, commerce, and media company that offers a comprehensive branded network of services to more than 180 million individuals each month worldwide. The company also provides online business and enterprise services designed to enhance the productivity and Web presence of Yahoo!'s clients.

#### *The Challenge: Yahoo! Calendar, Address Book and Notepad Management*

Yahoo! was interested in a solution that would provide its Calendar, Address Book, and Notepad users with the ability to synchronize their personal information to a desktop PC or a handheld organizer, saving time by entering data only once, accessing it anywhere and at any time, and avoiding duplicate results from importing and exporting information. Pumatech's Intellisync Software Development Kit (Intellisync SDK) has been designed for Web portals, ISPs, handheld manufacturers, carriers/telcos and enterprise software companies developing contact management, e-mail, scheduling, or groupware applications for PCs and handheld devices that need to synchronize data with other applications and devices.

#### *The Solution: Intellisync for Yahoo!*

Yahoo! has incorporated Pumatech's Intellisync engine into its popular services, allowing users to synchronize their schedules, contact information, to-do lists, and notes between the Internet and their desktop PCs or handheld organizers. Yahoo! has enhanced its free synchronization capabilities by integrating Intellisync software as the default option for users of Yahoo! Calendar, Yahoo! Address Book, and Yahoo! Notepad. When Yahoo! users synchronize information from these applications with their mobile device or desktop application of choice, Intellisync will communicate with those programs, taking all changes and updating them simultaneously on all applications and devices.

Intellisync for Yahoo! simultaneously synchronizes all of a user's Yahoo! Calendar, Yahoo! Address Book, and Yahoo! Notepad data with multiple PC-based applications, including Microsoft Outlook, Microsoft Outlook Express 4.72 (for Address Book only), Lotus Organizer 5.0, and ACT! 2000, and also with handheld organizers including the Palm III™, Palm V™, and Palm VII™ series of handheld devices. Intellisync for Yahoo! is a FREE service to users of the Yahoo! Calendar, Yahoo! Address Book, and Yahoo! Notepad and is available for download on the Yahoo! Web site. Other key benefits of Intellisync for Yahoo! include automatic duplicate detection, automatic or manual conflict resolution, multiple user setup and configuration, and intelligent field mapping or customized override.

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