



**Enterprise Intellisync™, Second Edition software from Pumatech provides organizations with a single resource for synchronizing PIM (personal information management) and custom database information, both locally and remotely, between desktop PCs, servers, and mobile devices – and for managing handheld software and devices from one centralized location. This powerful new product dramatically lowers total cost of ownership (TCO) for handhelds by giving IT personnel the ability to deploy centralized synchronization solutions, and to manage and track mobile devices as corporate assets, with administrative features that integrate with existing enterprise infrastructure.**

**Enterprise Intellisync, Second Edition provides Pumatech partners – VARs, systems integrators, developers, and more – with an effective solution that can be customized to meet the needs of enterprise customers.**

### Enhance Your Selling Opportunities

Enterprise Intellisync, Second Edition offers Pumatech partners three key ways to penetrate new accounts and enhance their selling opportunities:

#### 1 Extending applications to the field

The Satellite Forms® Rapid Application Development (RAD) tool, in conjunction with the Enterprise Intellisync Server, allows partners to quickly build powerful mobile applications for Palm OS®- and Pocket PC-based handhelds. The RAD tool provides a flexible, GUI (graphical user interface) programming environment that leverages a developer's existing Visual Basic skills, permitting the creation of applications from the very simple (field-based, batch-mode data collection) to the complex (real-time order form completion and submittal). The RAD tool, in conjunction with the server, significantly reduces application creation and deployment time while offering similar flexibility and power to low-level coding in C++, for example:

- Wizard-based ODBC table synchronization configuration
- Auto creation of server-to-database conduit
- Pre-configured support for "Fast" Sync – no additional programming or scripting
- Built-in Certicom SSL Encryption, which can be disabled or replaced if needed
- Pre-coded server connectivity for batch or real-time synchronization
- TCP/IP for connectivity over most wireless and wired networks
- Drag-and-drop controls such as buttons, tables, signature fields, and drop-down and data-entry fields from an extensive library
- Event-driven scripting with server-side ActiveX controls
- Data filtering for reduced data footprints
- Extensible to business logic via sync agents and to alternate databases via database plug-ins
- WYSIWYG designer integrates forms with controls

#### 2 PIM synchronization to mobile devices

Enterprise Intellisync, Second Edition includes both desktop and server-based PIM (e-mail, calendar, contacts, tasks, and notes) synchronization to mobile devices running the Palm OS and Pocket PC operating systems. Field-based employees and mobile executives can be provided with constant access to important personal information, including the ability to create, open, edit, and forward e-mail attachments. This information can be updated quickly and easily with a secure sync process while employees are away from the corporate network. The Administrator's Console of Enterprise Intellisync, Second Edition offers IT administrators robust management of these PIM synchronization tools, from pre-configuring and deploying desktop synchronization applications to automatically upgrading and sharing log files for enhanced support capabilities. Combining both database and PIM sync in a single solution allows developers to enhance their offering and to increase the likelihood of being awarded an implementation and installation contract.

#### 3 Server-to-server synchronization

Using the optional Intellisync® Software Development Kit (Intellisync SDK), developers can enhance Enterprise Intellisync's out-of-box features by developing additional Connectors to alternate PIM applications such as proprietary Web-based PIM software and CRM applications such as Siebel and Oracle, and by making changes to the user interface. This allows Enterprise Intellisync to connect both between a PDA and an alternate PIM, and between two different PIM servers, such as Microsoft Exchange and an iPlanet Web PIM.

## Deliver Concrete Benefits and Rapid ROI to Your Customers

Deploying Enterprise Intellisync, Second Edition to your customers offers them time-tested benefits and rapid, easy-to-quantify returns:

### ***Eliminates “pen-and-paper” systems:***

- Reduces data-collection error
- Ensures 100% data collection
- Eliminates wasted transcription time
- Shortens the time-gap between information collection and availability to decision makers
- Offers automated reporting
- Offers a robust, Web-based management console that provides user & group capabilities, device management, automatic application deployment, and upgrading

### ***Offers 100% connectivity to personal information via mobile device:***

- Eliminates or minimizes the need for expensive laptop resources
- Increases efficiency by offering fast access to frequently used information
- Ensures accurate and up-to-date contact and calendar information at all times
- Permits anywhere, anytime connectivity to back-end PIM servers such as Microsoft Exchange and Lotus Notes without a LAN connection
- Keeps employees up-to-date on important emails and calendar changes

## Leverage Proven Enterprise Technology

Enterprise Intellisync, Second Edition extends Pumatech’s already-strong presence in the enterprise. Pumatech’s Intellisync software, for example, is the synchronization standard for nearly half of the Fortune 1000, including companies such as General Motors, The GAP, General Electric, and Proctor & Gamble. Satellite Forms has been used to create custom applications that are fueling productivity for organizations such as Michelin, Boeing, Lockheed-Martin, and Coca-Cola. Enterprise Intellisync (version 1) software has been adopted by Eastman Kodak and Polo-Ralph Lauren, among others, while Pumatech’s Intellisync engine has been embedded into custom applications offered by Oracle, Siebel, and Yahoo!, into devices from RIM and Sony – and into solutions offered by nearly 200 other licensees.

By offering Enterprise Intellisync, Second Edition to your enterprise customers, you’re leveraging a time-tested synchronization platform that enables companies to extend vital information to mobile users, precisely when and where they need it.

## Technology Licensing and Certified Partner Benefits

Entering into a partnership with Pumatech offers a whole range of benefits, to assist in one goal – greater sales and profits for you. Benefits include:

- Direct contact with a dedicated sales manager and channel marketing manager
- Free product evaluations
- Introductory product and sales training, as well as in-depth technical training where necessary
- Access to the Pumatech Partner Web site: PartnerZone.

## Next Steps

Pumatech is always looking for new partnership opportunities to fuel growth and address the needs of our customers. If you are interested in the benefits of Enterprise Intellisync, Second Edition for your company, and you have a partnership opportunity you would like to discuss, please contact our Enterprise Inside Sales team at **800-224-5430** or use our online form at **[http://www.pumatech.com/partner/partner\\_form.html](http://www.pumatech.com/partner/partner_form.html)**. If you are interested in embedding Pumatech technology into your OEM product or software and would like to pursue a Technology Licensing relationship, please contact our Technology Licensing sales team at **(408) 321-3823** or **[busdev@pumatech.com](mailto:busdev@pumatech.com)**

***Pumatech’s Certified Partner Program is designed to provide organizations with a variety of tools, information, training, and resources needed to successfully market and sell Enterprise Intellisync, Second Edition in conjunction with the partner’s value-added services:***

### ***Dedicated managers***

Pumatech understands the value that partners add, and assures you of direct contact with your own personal sales manager and channel marketing manager. This not only permits a rapid response to your immediate sales needs, but ensures you’re kept up to date on business strategy, product updates, new sales materials, and co-marketing opportunities – as they arise.

### ***Product evaluations***

Pumatech understands the need of partners to perform internal training and ongoing evaluations, as well as developers’ need for a demo server to test and enhance new applications. All partners are offered one or more licenses for such server software, on a “Not For Resale” basis.

### ***Training***

Pumatech offers both short, online “webinars” (in-person training regarding sales methods and techniques that have proven successful in the past) and in-depth, hands-on technical training.

### ***PartnerZone***

Partners are key to our success. We depend on service providers, systems integrators, independent software resellers, and other types of technology providers to build applications based on Pumatech’s market-leading synchronization software, Enterprise Intellisync, Second Edition.

PartnerZone is Pumatech’s secure, online resource center where partners can access a wide range of product information, including marketing materials, evaluation copies of the software, and much more.