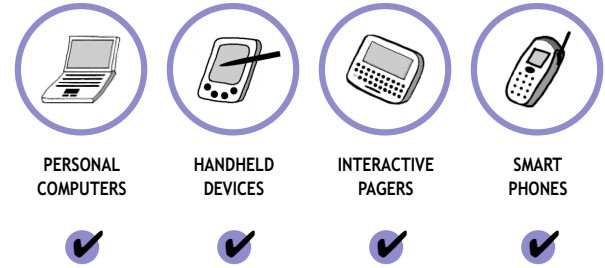


OVERVIEW



# What is Afaria?

Think about the people who have the greatest impact on the success of your business. They are the ones who interact with your customers, generate revenue and collect mission-critical data. Many of these key employees also work outside of the corporate office. So how do you provide them with the tools and information they need to be most effective?

Over the last several years, more and more companies have learned that deploying mobile systems to employees in the

Afaria is the leading enterprise solution for managing mobile systems and data. It addresses the unique challenges of supplying and supporting enterprise applications and information to mobile workers with laptops, handheld devices, pen tablets, interactive pagers and smart phones.

field can increase the productivity of the workers and streamline business processes. They have also learned that extending enterprise applications and data to mobile systems has its challenges.

The data that mobile employees need to access or submit exist in many different formats. For example, it can reside in a database, a document or in an application file. It is the IT department's job to ensure that the information is accessible, accurate, and that confidential data is protected. Afaria enables companies to effectively and securely move and manage all types of

enterprise data by providing database synchronization for custom applications, groupware synchronization for wireless PDAs, conditional file transfer as well as document distribution.

Once implemented, people and processes depend on the data that mobile systems provide. The availability and reliability of applications and systems is critically important and exponentially more difficult to ensure in a mobile environment. Afaria provides companies with the necessary tools to efficiently manage and control their mobile systems. From a central location, you can distribute and maintain software, manage system configurations, backup and restore critical data, and track hardware and software assets.

Afaria's enterprise-class framework offers robust security features and the ability to support large and geographically distributed workforces. In addition, Afaria is designed specifically for mobility, supporting all types of wireless or wire-line connections used by mobile systems and providing special optimization features for intermittent or low-speed connections.

### ***With Afaria, IT organizations are able to...***

- ***Improve the performance of business applications for mobile users***
- ***Securely extend enterprise data to mobile employees***
- ***Centrally manage hundreds, even thousands of mobile systems***
- ***Reduce the number of support calls***
- ***Monitor the performance of mobile systems***
- ***Proactively and more quickly resolve issues***
- ***Maximize the productivity of IT personnel***



# Who is XcelleNet?

Squeezed by tight profit margins, shifts in customer demand and changes in market conditions, organizations are looking for better ways to increase productivity and reduce costs. Now more than ever, they must be able to streamline their communications, moving information quickly, efficiently and securely between the central headquarters and their remote and mobile systems.

For more than 15 years, XcelleNet has been a pioneer in creating solutions that help organizations ensure the availability and reliability of all mobile and remote systems within the enterprise as well as the data they supply. XcelleNet serves companies worldwide in a broad range of industries and is a recognized leader in the pharmaceutical, insurance, retail, manufacturing, and financial services industries.

Among the many benefits customers of XcelleNet solutions realize are:

- Increase in productivity of revenue-generating employees
- Enhanced visibility to business performance
- More effective utilization of employees
- Shorter cycle times for sales and account receivables
- Ability to quickly react to market conditions

To date, more than 2,500 customers have deployed XcelleNet solutions to manage critical applications and business data residing on 1,000,000 systems worldwide including retail store systems, branch office networks, laptops and other mobile devices.

- A recent International Data Corporation (IDC) report names XcelleNet as the leader in the Mobile and Remote Systems Management Market. "XcelleNet's experience, product breadth, and coverage...put the company in a strong leadership position."

- **COMPUTERWORLD EMERGING COMPANIES 2001** In 2000, XcelleNet was named one of Computerworld Magazine's "Top 100 Emerging Companies to Watch in 2001." Winners were selected based on their demonstrable value to corporate IT operations in Fortune 1,000 companies, innovation, and their ability to execute.

## XcelleNet's customers include...

### FINANCIAL SERVICES:

American Express  
Bank America Mortgage  
BNP  
Charter One Bank  
Countrywide Home Loans  
Discover Financial Services  
SAIC  
Salomon Smith Barney  
US Bank  
Vanguard Group  
Wachovia

### INSURANCE:

Allstate Insurance Company  
American General Life  
Colonial Life & Accident Insurance Co.  
Federated Mutual Insurance Company  
ING America Life Corporation  
Liberty Insurance Services Corporation  
Merrill Lynch Insurance Group  
New York Life Insurance  
Royal London Insurance  
Sentry Insurance

### PHARMACEUTICAL:

Abbott Laboratories  
Amgen Corporation  
Bayer Corporation  
Bristol-Myers Squibb  
Glaxo SmithKline  
Merck & Company  
Novartis Pharmaceuticals Corp  
Pfizer Corporation

Pharmacia & Upjohn  
Schering Plough Corporate  
TAP Pharmaceuticals  
TVF France  
Wyeth Ayerst

### RETAIL & RESTAURANT:

Albertson's  
Ann Taylor  
Barnes & Noble  
Burger King  
Dollar General  
Einstein Bros. Bagels  
Hallmark  
Kinko's  
Kroger  
Kwik Trip  
Outback Steakhouse  
PETSMART  
Polo Ralph Lauren  
Rack Room Shoes  
Target  
The Limited  
Wendy's International  
Williams-Sonoma

### MANUFACTURING:

Bridgestone Firestone  
Frito Lay  
General Electric  
Johnson & Johnson  
Lancome  
Miller Brewing  
New York Times  
Nike  
Pennzoil Company  
Xerox

[www.XcelleNet.com](http://www.XcelleNet.com)



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