



Key Features

- ▶ Data back-up solution for SyncML compliant mobile phones and PDAs
- ▶ Real, Two-Way Synchronisation using SyncML over GSM, 2.5G & 3G
- ▶ Flexible user interface allowing users to manage their data
- ▶ Synchronise information with leading PIM applications

Sadly most phone mobile users don't stop to think how reliant they are upon the data held within their phones until it is lost - an all too frequent occurrence. Now, with anthamobile-sync, mobile operators can safeguard their customers valuable data.

anthamobile-sync has been developed to provide a secure, data back-up solution for SyncML compliant mobile phones and PDAs. All contacts, calendars and tasks are backed-up and ready for instant retrieval by the user.

anthamobile-sync has been developed with the mobile phone operator in mind - it can be fully branded and managed by the operator or alternatively we can provide a fully-managed service from one of our secure data centres.

According to a recent survey by Fusion One, 43% of those polled said that they had lost their mobile phone, broken it or had it stolen. Of this group, more than 72% of users never recovered their contacts and only 49% could restore less than half of the contacts in their address book. For all those who answered the survey the worst thing about losing their phone was the inconvenience and time spent in retyping contact data.

Supported devices

All devices with SyncML Client 1.1/1.2



anthamobile-sync's modular architecture allows the operator to tailor the service to specific customer needs

BASIC

Unlimited back-up service
Storage and recovery from the address book
Real Two-Way Synchronisation
Mobile number works as unique identifier

PROFESSIONAL

BASIC +
Simple user interface for management of the service via the portal.

ENTERPRISE

BASIC + PROFESSIONAL +
Ability to delegate tasks e.g. calendar management.
Share stored information with other users.

CORPORATE

BASIC + PROFESSIONAL + ENTERPRISE +
Integration with popular desktop PIM applications like Microsoft Outlook and Lotus Notes.

Features

Real, Two-Way Synchronisation

Keeps contacts, events and tasks in sync between all of a user's devices and services.

Up to five devices can be synchronised on each user account e.g. mobile phone, PDA and laptop.

Sync engine automatically identifies and synchronises changes and new records.

Provides Over-the-Air (OTA) synchronisation.

Fully compliant with SyncML 1.1 specification.

Advanced Sync Filtering

Allows users to decide which records will and will not be synchronised.

Filters contacts, events and tasks by category, date range and status.

Ensures that customers can keep private records secure.

Solves the problem of limited device storage capacity by allowing the customer to choose which records will be synchronised with the device.

Flexible User Interface

Pre-built user interface allows users to easily manage their contacts.

User Interface is fully brandable and configurable.

Access the User interface anywhere, anytime via HTML, WML, VoiceXML.

Easy Integration

Plug-and-play integration capabilities e.g. with MS Exchange, Novell's GroupWise and Lotus Notes.

Open architecture allows SyncML Server to be deployed with any back-end database e.g. Oracle and SQL.

Seamless integration with operators billing systems

Advanced Features

Supports recurring calendar events.

Provides a challenge-and-response-based authentication mechanism.

Offers comprehensive automatic logging and reporting.

Fully international and easily localised.