

Alliance to Deliver Mobile Data Solutions Worldwide



Brand Communications and MDSI Mobile Data Solutions Inc. have joined together for a major new alliance. MDSI's Advantex workforce management software has been integrated with Brand's Apollo GSM LAN access software to deliver

mobile data effectively and cost-effectively over GSM, the international wireless standard. This alliance has allowed both companies to build upon their unique strengths in mobile data, particularly in the international utility and telecommunications marketplace.

Brand's Apollo connectivity handles the GSM communications link while MDSI™ Advantex delivers workforce management to the enterprise. Apollo software is loaded along with the Advantex mobile client application onto mobile computers used in the field. Mobile workers are then able to dial seamlessly and directly to applications on the host system, including Advantex, via the GSM network. The technology ensures consistent, high-performance wireless data communications, and the transfer of data between Advantex and the enterprise is secure, reliable, and fast-and cost-effective. Customers are able to save money by significantly cutting network time with Apollo's 'spoofing' capabilities. With spoofing, Apollo establishes a virtual connection to Advantex even when no GSM calls are in progress, so calls are intelligently dropped when no data is being passed.

complexities so they can carry out their jobs, which will add up to more satisfied customers and more satisfied mobile workers.

Yorkshire Water are one of the many customers to benefit from the joint mobile data solution. By implementing the solution Yorkshire Water have substantially improved their service levels and the operating efficiency of their mobile workers. Find out more about Yorkshire's installation in our next newsletter...

Brand's Apollo Solution Proved to be the Best Package for AssiDomän

AssiDomän is Europe's leading supplier of packaging paper, packaging, sawn timber and wood processing.



The UK office of AssiDomän recognised the need to develop a system for their 30-strong salesforce to access the company's LAN whilst out on the road. One of the main aims of the project was to replace existing manual paper-based systems, enabling sales staff to remotely manage all their day to day functions.

The system comprises of an Apollo Access Server connected to an ISDN30 line, and an Apollo Emulator for each remote user, which provides access to the central site across GSM.

The new system now gives the salesforce the ability to serve their customers in a more efficient and productive manner saving the company time and money.

This UK project is being seen as a flagship for the rest of AssiDomän's European workforce.

Contact details

'BrandNews'
is the newsletter of Brand Communications Limited

To make sure you receive further editions of BrandNews, please send an email with your name and postal address to:
newsletter@brandcomms.com

For further information on Brand products call us on:
+44(0)1480 442100
or fax us on
+44(0)1480 442153
or email us on
info@brandcomms.com

Further information can be found on our website
www.brandcomms.com

All trademarks are acknowledged and are the property of their respective owners.

BrandNews

Networking with Brand Communications

Summer Publication **00**

Libertel Corporate LAN Access is launched in the Netherlands

On the 25th January 2000, Libertel N.V, the second biggest provider of mobile telephone services in the Netherlands, introduced a new advanced mobile data solution called 'Libertel Corporate LAN Access'. Libertel Corporate LAN Access offers mobile staff access to their corporate network (Local Area Network or LAN) throughout the day and from everywhere in the world. With Corporate LAN Access, Libertel is meeting the growing demand from its major corporate accounts for user-friendly and cost-efficient mobile data communications.

The solution has been developed by Brand Communications Limited. Brand supplies Apollo Access Servers, Apollo Emulator client software, installation, training, ongoing support and system design services to Libertel for incorporation in the Libertel Corporate LAN Access portfolio. Brand and Libertel are now working closely as the product is actively sold by the Libertel salesforce to large organisations throughout Holland.

Armed with a laptop and Libertel GSM data connection, the user can gain transparent access to the information and applications on his/her own LAN in an efficient and user-friendly manner through a Windows user interface. Facilities available within Corporate LAN Access include spoofing (connection management), compression



and authentication, resulting in a system which is not only user-friendly and high-speed but inherently secure too.

Spoofing provides the user with a single logged-on session throughout the working day comprising many brief physical GSM connections whenever data is being passed, whilst at all other times maintaining the secure session but without the need for GSM calls. Session control also makes sure that connections inadvertently cut off are automatically restored.

Libertel Corporate LAN Access has been introduced as a feature on the Libertel Corporate subscriptions Libertel Corporate Net, Libertel Corporate Pack Plus and Libertel Corporate DataConnect. This sophisticated new application is the most recent addition to the Libertel range covering the rapidly growing demand on the business market for mobile data products.

In anticipation of GPRS, Libertel LAN Access makes it possible right now to enjoy the advantages of reliable and cost-effective mobile data communications based on circuit-switched technology and allows Libertel to gain valuable knowledge and experience in this field. Libertel Corporate LAN Access will also incorporate GPRS, which will be introduced by Libertel in the course of 2000.



“seamlessly
extending the
corporate
network to
the field”

Eastern / 24seven and Brand deliver 'Plans In Vans' to Field Engineers.



'Plans In Vans' is a mobile data system for Eastern Electricity's 300 jointers and distribution system technicians responsible for maintaining and repairing the electricity distribution network. It was rolled out 1 year ago, and since then a new company has been formed, called 24seven, which manages the distribution networks for both Eastern and London, and the engineers – and hence the project itself – has moved to 24seven.

Eastern's aim was to computerise its mapping and diagram system. The maps that the engineers used were paper, cloth or microfiche. It was apparent that when an emergency occurred it was time-consuming and costly for the engineer to have to drive to a district office to view and collect the maps especially given the much larger areas over which emergency staff work. Once computerised, the real challenge was to reliably extend those images to the engineers who could be anywhere within the region.

Firstly they equipped the engineers with Toshiba Tecra PCs. PCs were chosen because it was a much safer and future-proofed bet compared with CE or other platforms, and there were far more applications and tools available. The use of the PC meant that a sensible screen size for working with maps was possible.

The next decision was which communications network to use. PSTN was no good because the engineer would want to download information whilst driving to site and some potential locations are far from telephones. Packet networks such as RAM were dismissed due to the throughput restrictions for large file transfers. Analogue PMR could only support 2400bps data. GSM seemed the only viable option due to its proven technology, speed (which was acceptable) and coverage. Eastern chose the widely-established Ericsson 688s and Intel data cards. Brand then supplied Apollo to give each engineer a full LAN connection at all times via GSM, handling the calls and data transfers between both ends. Of course there were many sceptics who did not believe that GSM circuit-switched data would be fast enough or reliable enough for transferring large images. However a trial quickly proved otherwise. In particular, Apollo proved that the data transfer times were acceptable (ie. a few minutes for a complete hi-res image), that even if calls dropped whilst the engineer was driving

they would be recovered without intervention, that data integrity was 100% (which is vital), and that the GSM bills were only 20% of what they would have been without spoofing. Those factors gave Eastern the business case to roll it out, which they did one year ago.

Thanks to Apollo the engineers have the confidence in the system to be able to trust it and rely on it even in emergencies, despite them not being PC experts. For Eastern / 24seven their GSM data solution has dramatically improved response times without breaking the bank.



New Products News

The New Apollo Evolution

Everyone knows the proven benefits of Apollo, especially when used in conjunction with GSM. There's the spoofing, call recovery, compression, security and compatibility just to name a few. Now, thanks to a new product from Brand, those benefits are available to even the smallest organisation, and via ISDN, PSTN and satellite as well as GSM.

Apollo Evolution is a host server-based solution that supports from 1 remote user up to hundreds. It is a flexible mix of scalable software and hardware, for ease of installation into any LAN environment. It connects to the outside world via any landline, whether PSTN or ISDN, and a GPRS interface is planned for later in 2000. It simply and securely extends the LAN to anybody equipped with an Apollo Emulator (client software) and a PC, or a WAP phone. Spoofing dramatically reduces on-line costs compared to traditional remote access, even for home workers on PSTN / ISDN, and the system usually pays for itself in months. It is simple to use, and also dramatically increases the performance of GSM data across all LAN applications.

Evolution makes remote access and mobile data simple and affordable for every size of organisation, and of course comes backed by Brand's expert pre-sales and post-sales support. Being so modular, Evolution is also ideal for resellers, VARs and OEM licensing where the benefits of Apollo become an essential part of larger systems.

For details on how Evolution can help your business please call the sales team at Brand.

Industry Spotlight

The mobile data world is now more confused than ever, after a period of stability of several years. WAP now delivers IP content to handsets, HSCSD (High Speed Circuit Switched Data) is imminent in the UK, GPRS services are being launched throughout 2000, and UMTS is on the horizon. Buzzwords like EDGE and 2.5G are also rife. There are portals, ASPs (Application Service Providers), mobile ISPs, and a host of 'mobile internet' solutions providers. It is no wonder that the worker that wants to access email / intranet / internet / database applications is lost in this jungle of hype and technology.

However in all of this confusion, the requirements of the customers have not changed. They want resilient secure access to all their current business applications, a platform that can use today's technology but with a migration path, a low-risk implementation, and a payback in terms of reduced cost or improved efficiency. Higher speeds are not always the attraction despite the industry's belief that bandwidth is everything. Those customers need to wade through the mobile industry to find their ideal solution – or do they?

Specifically looking at GPRS, at the end of the day it is still only a bearer service. There are known limitations, widely published. To satisfy the business user it needs session management, resilience, security, additional data compression and a simple user interface. Our advice is to challenge your GSM provider to prove their capabilities in those areas, and to satisfy you that GPRS will deliver what you require. Or to talk to Brand, because as you would expect we have developed a unique solution to deliver those enhancements – and more – via any circuit-based or packet-based network including GPRS.

We speak with authority. As one example of our industry involvement at the highest level we are founding members of the worldwide Open Group's Mobile Management Forum, a consortium dedicated to speeding the adoption of wireless and mobile solutions for the enterprise. There will be more on this important development in the next BrandNews. However, don't wait, for up-to-date detailed information on any aspect of session management, GPRS, WAP, HSCSD or mobile data please contact us.

So for anyone thinking of embracing this incredible wave of 'mobile internet', it's definitely a case of buyer beware, and for the foreseeable future take your advice from the experts not the newspapers!

Brand Mobile Data – roadshow

At the recent Networks Telecom 2000 event at the NEC in Birmingham, Brand unveiled it's new Mobile Data Roadshow vehicle. The Roadshow demonstrated a range of remote access and mobile data solutions to all visitors to the exhibition and journalists.



The Mobile Data Roadshow has been kitted out with all the latest technologies including GSM and is fully linked to Brand HQ via Inmarsat satellite.

It will be used around the UK and Europe, and Brand hopes to attract a variety of people to the roadshow from end-users through to major corporate customers. The vehicle will also double as a training bus which will travel to customer sites and give on-site training to staff.

If you would like to see the mobile data roadshow at a venue near you then please call Katie on 01480 442100.

New enhanced website

Check out the New Brand Communications web site and see the latest information on our products and services. The Brand site also offers users the chance to learn about new and emerging technologies and to read case studies of how other companies are benefiting from mobile data communications.

Find us on the Web at www.brandcomms.com
You can also use your mobile phone to visit the Brand Communications wap site at www.brandcomms.com/brandwap.wml



“A new dimension in GSM Mobile Data & Remote Access Technology”