

Introduction

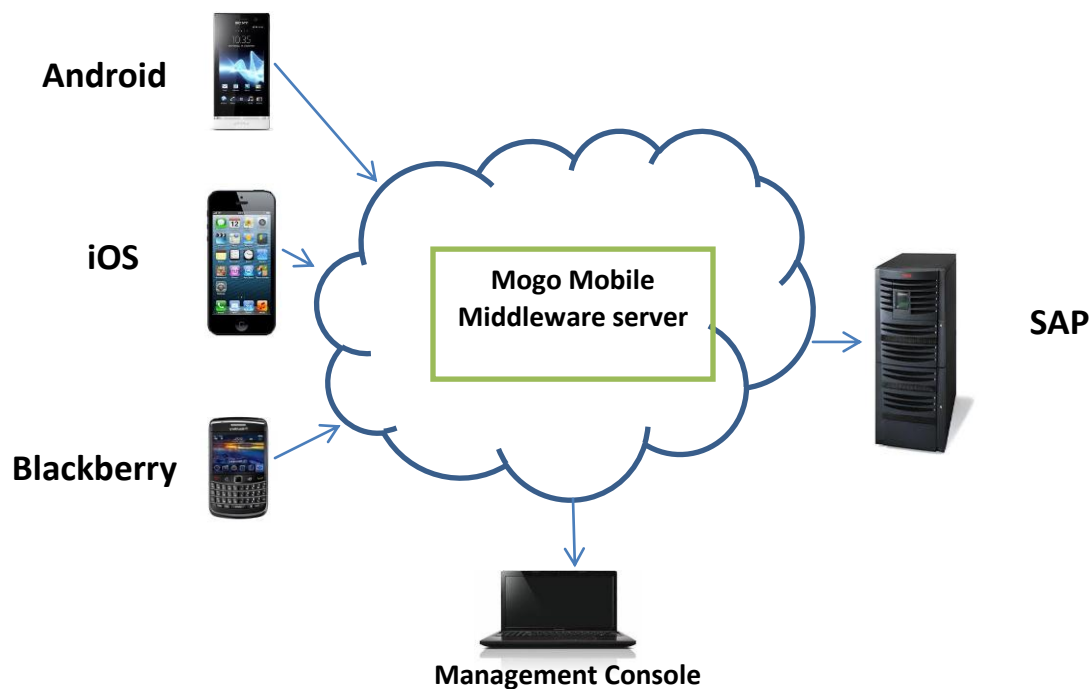
This document introduces you to what Mogo Mobile does and how it works. It provides the architecture information and use of Mogo Mobile. It also highlights some of the key benefits of the product.

Overview

Mogo Mobile competes in the mobile app space for customers who already using or interested in using a CRM system. Mogo Mobile gives users unparalleled mobile access and functionality to their CRM system.

Mogo Mobile is a simple CRM solution that leverages mobile technologies and helps in creating CRM business objects for end users, namely the sales executives in an enterprise. These CRM objects are designed to synchronize with enterprise servers.

Mogo Mobile seamlessly integrates with backend enterprise systems like SAP. It supports multiple device types, including iPhone, BlackBerry, Android and can be easily configured and deployed on these devices. It provides device management and data synchronization.

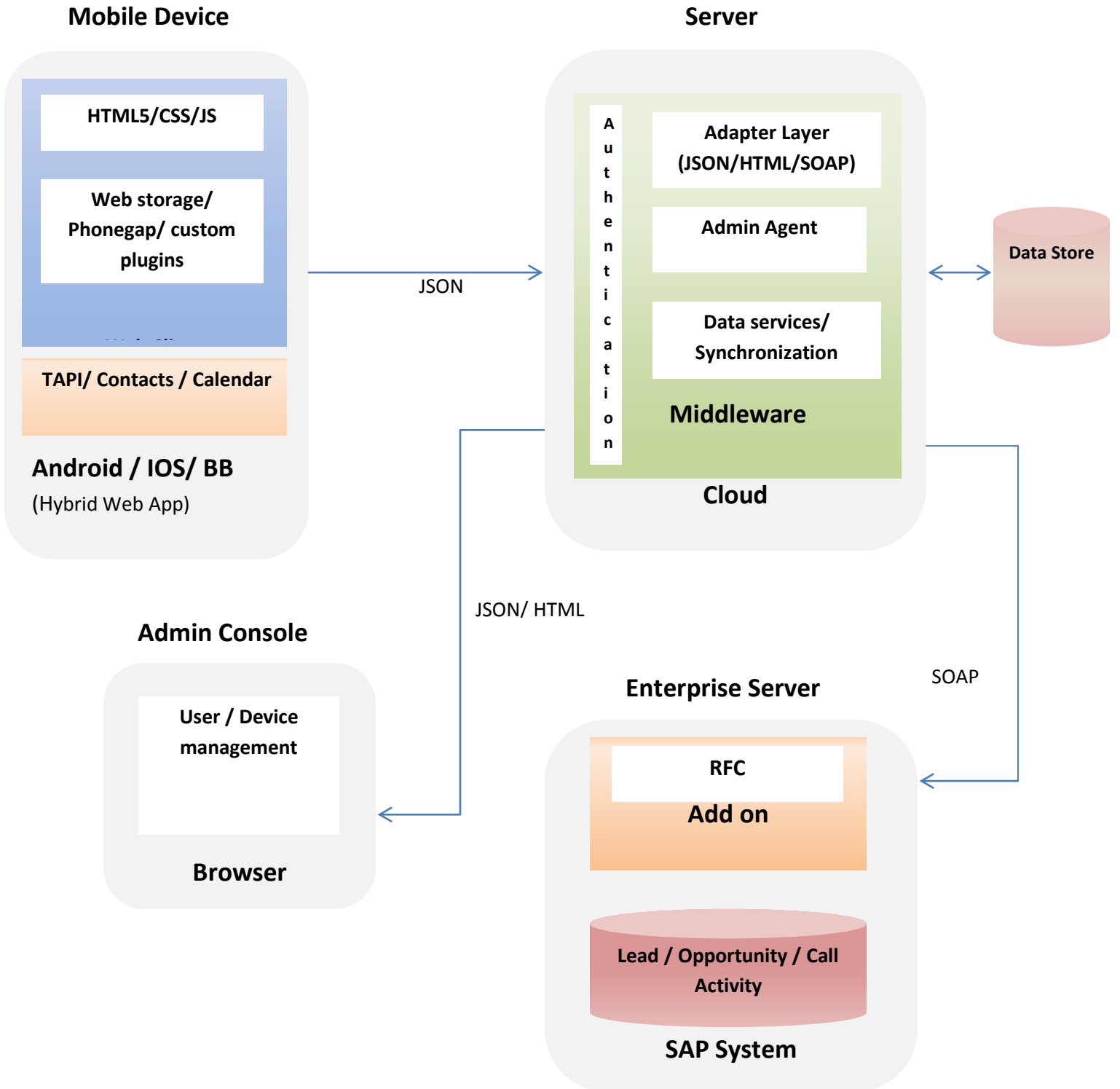


Key Benefits

Practically all CRM applications provide a corresponding mobile app to access their system. Mogo Mobile has gone beyond these system provided apps by providing more functionality than other mobile apps on the market. Mogo features that other mobile apps lack include

- My Places – Allows users to save meeting locations to their mobile device so when a contact from their CRM initiates a meeting, the app will recommend potential meeting locations based upon information saved to that particular contact.
- Call Notes – At the conclusion of a call from the mobile device, a notes field will pop up allowing the user to take notes on the call. These notes will be saved to the contact's file within the CRM system.
- One Click functions – When looking at a particular contact, the user will be given the option to call, schedule a meeting, or save them as a lead or opportunity. All of these actions will also be saved to the CRM system

Mogo Mobile Architecture



The Mogo Mobile architecture includes four components Mobile client, Middleware server, Enterprise Server add-on and Admin console.

Mobile Client

The mobile client is the UI for end user to create business objects like visits, dials, leads, opportunities and call activities from the mobile device. The client is a hybrid application developed using HTML5, PhoneGap and Native code. The client is a standalone application, which works offline too and allows end user to create business objects. These objects are synchronized when the client connects to network.

Middleware Server

Middleware server provides connectivity to various enterprise servers like SAP system. It acts as an interface between mobile device and back end enterprise server. The data sent by mobile clients are cached at middleware before they get synchronized in enterprise server. Middleware has a scheduler job which periodically pushes the unsynced data to enterprise server in SOAP format.

Enterprise server Add-on

SAP Add-on:

SAP Add-on provides custom RFCs, which receive the data from middleware, update the data like lead, opportunities, and call activities in the database.

Administration Console

Administration console provides user and device management. User management includes configuring user data like email id, access code, which are useful for authentication. This console also provides device management features like data wipe off, locking the device and turning on/off camera.