

Information Builders' WebFOCUS business intelligence and iWay Software integration technologies provide an end-to-end information management strategy, combining performance management, data governance, business intelligence, and analytics to help organizations make smarter decisions.

Information Builders Mobile Favorites™

Solutions for Mobile Business Intelligence and Reporting



From any Web-enabled device users can access any reports in their Mobile Favorites folder and easily navigate to BI content.

Innovation Drives Innovation

Mobile phones do much more than merely enable voice communication. With rapidly evolving, full functioning, laptop replacing smartphones, one out of seven e-mail users is also a mobile e-mail user. By 2011 half of the world's population will have mobile phones, 50 percent of which will be smartphones.¹

As devices become more powerful the list of supported applications increases. People now use their mobile phones to send and receive e-mail, take pictures, listen to music, watch movies, play games, and connect to the Internet.

The analyst community – recognizing these consumer trends – believes that all applications should now be mobile-enabled by default.² From a business perspective, the most critical are communication tools such as e-mail, and applications that provide instant access to actionable data, namely business intelligence (BI) and reporting solutions.

¹ Jones, Nick. "The Mobile Scenario." Gartner Symposium. October 2007.

² Gartner Symposium. October 2007.

Enabling the Mobile Enterprise

Many organizations are surprised to discover that implementing a mobile BI strategy is easier than expected. Jumpstart your initiative with WebFOCUS Mobile Favorites from Information Builders. Leveraging existing report design and distribution technologies, this solution enables rapid, efficient, and cost-effective mobile business intelligence.

Mobile Favorites has an innovative, pure browser-based architecture that enables organizations to share reports across devices. Consistent with the company's overall strategy to deliver thin-client applications and development tools – it is the most scalable and extensible solution on the market. With this thin-client approach in place, organizations can deliver applications and content to mobile devices without having to change their underlying infrastructure.

Furthermore, phones and mobile browsers will continue to evolve. It is likely that users will change or upgrade their devices every 18 months. Once in place, Mobile Favorites allows BI consumers to be device independent and also eliminates programmers' burden of customizing reports for multiple devices.



Mobile Favorites enables organizations to share reports across devices.



Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at informationbuilders.com, or in the U.S. and Canada, call **(800) 969-4636**.

Features and Benefits

WebFOCUS Mobile Favorites presents a robust platform for information and application delivery to mobile devices. Get your mobile BI reporting strategy developed and deployed quickly so users can immediately benefit from its robust features, including:

- **Easy to manage content** – with the My Mobile Favorites dashboard folder, which functions exactly like any Web browser's Favorites folder, users can add and delete mobile content in just two clicks
- **E-mail alerts for content updates** – let users know that content in their My Mobile Favorites folder has been added or modified
- **User selected report format** – content is delivered in the user's preferred format, such as HTML, PDF, and Excel, limited only by their device's capabilities
- **Intuitive interface** – mobile reports are launched from a link either in an e-mail or a bookmarked mobile-browser page
- **On-demand customization** – users can run parameterized reports and drill down to further details
- **No connection required** – users can trigger reports to be sent as attachments to view or work with while in disconnected mode
- **Actionable applications** – self-contained, interactive reports (WebFOCUS Active Reports) and dashboards (WebFOCUS Active Dashboards) can be manipulated, sliced and diced, and drilled into for advanced analysis, both in connected or disconnected mode

Mobile Favorites is device agnostic and cost-effective, so organizations benefit from increased productivity and maximized returns on existing investments. Other benefits include:

- **No device software to support** – reports are delivered directly to a device's browser, eliminating costly maintenance, updates, and versioning for different operating systems; reports are available on all mobile browsers and offer the same Web-browsing experience as desktop browsers
- **No additional hardware required** – standard Web and BI technologies are used so dedicated mobile servers aren't needed to convert BI content to mobile formats or manage interactions
- **No unique design and delivery tools needed** – create mobile reports and make them immediately available using standard development and delivery tools; existing reports can be distributed to any mobile device without conversion
- **No special security considerations** – provide a secure connection through mobile device and virtual private networks (VPNs); WebFOCUS Managed Reporting is used to manage user access and any Managed Reporting user can be immediately given access to mobile content

Worldwide Offices

North America

United States

- **Atlanta,*** GA (770) 395-9913
- **Baltimore,** MD Professional Services: (703) 247-5565
- **Boston,*** MA (781) 224-7660
- **Channels,** (800) 969-4636
- **Chicago,*** IL (630) 971-6700
- **Cincinnati,*** OH (513) 891-2338
- **Dallas,*** TX (972) 490-1300
- **Denver,*** CO (303) 770-4440
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- **St. Louis,*** MO (636) 519-1411
- **San Jose,*** CA (408) 453-7600
- **Seattle,** WA (206) 624-9055
- **Washington,*** DC Sales: (703) 276-9006
Professional Services: (703) 247-5565

Canada

- Information Builders (Canada) Inc.
- **Calgary** (403) 437-3479
 - **Montreal*** (514) 421-1555
 - **Ottawa** (613) 233-7647
 - **Toronto*** (416) 364-2760
 - **Vancouver** (604) 688-2499

Mexico

- Information Builders Mexico
- **Mexico City** 52-55-5062-0660

Australia

- Information Builders Pty. Ltd.
- **Melbourne*** 61-3-9631-7900
 - **Sydney*** 61-2-8223-0600

Toll-Free Number

- **Sales, ISV, VAR, and SI Partner Information**
(800) 969-4636

Europe

- **Belgium*** Information Builders Belgium
Brussels 32-2-7430240
- **France*** Information Builders France S.A.
Paris 33-14-507-6600
- **Germany** Information Builders (Deutschland)
Eschborn* 49-6196-77576-0
- **Italy** Information Builders Italia S.r.l.
Milan 39-02-92-349-724
- **Netherlands*** Information Builders
(Netherlands) B.V.
Amsterdam 31-20-4563333
- **Portugal** Information Builders Portugal
Lisbon 351-217-217-400
- **Spain** Information Builders Iberica S.A.
Barcelona 34-93-344-32-70
Bilbao 34-94-452-50-15
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- **Switzerland** Information Builders Switzerland AG
Dietlikon 41-44-839-49-49
- **United Kingdom*** Information Builders (UK) Ltd.
London 44-845-658-8484

Representatives

- **Austria** Raiffeisen Informatik Consulting GmbH
Vienna 43-12-1136-3870
- **Bahrain** InfoBuild Middle East
Dubai 973-17-536-222, ext. 312
- **Brazil** InfoBuild Brazil Ltda.
São Paulo 55-11-3285-1050
- **China**
Information Builders China (IBC)
Beijing 86-10-5128-9680
Beijing Xinrong Software Technology Co., Ltd.
Beijing 86-10-5873-2031
- **Denmark** InfoBuild AB
Kista, SE 46-735-23-34-97
- **Egypt** InfoBuild Middle East
Abu Dhabi 971-2-627-5911
Dubai 971-4-3914391
- **Ethiopia** MKTY IT Services Plc
Addis Ababa 251-11-5501933
- **Finland** InfoBuild Oy
Espoo 358-207-580-840
- **Greece** Applied Science
Athens 30-210-699-8225
- **Guatemala** IDS de Centroamerica
Guatemala City 502-2412-4212
- **India*** InfoBuild India
Chennai 91-44-42177082
- **Israel** SRL Group Ltd.
Tel Aviv 972-3-7662030
- **Japan** K.K. Ashisuto
Osaka 81-6-6373-7113
Tokyo 81-3-5276-5863
- **Jordan** InfoBuild Middle East
Abu Dhabi 971-2-627-5911
Dubai 971-4-3914391
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UVANSYS
Seoul 82-2-832-0705
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Dubai 965-22322926
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Dubai 961-4-533162
- **Norway** InfoBuild Norway
Oslo 47-48-20-40-30
- **Oman** InfoBuild Middle East
Abu Dhabi 971-2-627-5911
Dubai 971-4-3914391
- **Poland/Central and Eastern Europe** InfoBuild SP.J.
Warsaw 48-22-657-00-14
- **Qatar** InfoBuild Middle East
Dubai 974-467-7311
- **Russian Federation** FOBOS Plus Co., Ltd.
Moscow 7-495-926-3358
- **Saudi Arabia** InfoBuild Middle East
Riyadh 996-1-2180280
- **Singapore**
Automatic Identification Technology Ltd.
Singapore 65-6286-2922
- **South Africa**
InfoBuild South Africa (Pty.) Ltd.
Gauteng 27-83-4600800
Fujitsu Services (Pty.) Ltd.
Johannesburg 27-11-2335911
- **Taiwan** Galaxy Software Services
Taipei 886-2-2586-7890
- **Thailand** Datapro Computer Systems Co. Ltd.
Bangkok 662-679-1927, ext. 200
- **Turkey** InfoBuild Middle East
Ankara 90-312-266-33-00
Istanbul 90-212-325-4114
- **United Arab Emirates** InfoBuild Middle East
Abu Dhabi 971-2-627-5911
Dubai 971-4-3914391
- **Venezuela** InfoServices Consulting
Caracas 58-212-763-1653

* Training facilities are located at these branches.