



Customer Profile

World Leading Customer Contact Management Software With Millions of Users Uses Funambol to Perform Mobile Synchronization

A best-selling customer contact management system that helps people organize their contact, manage their daily tasks, and communicate more effectively was recently looking to extend their software capabilities to mobile phones. With almost three million users and 40,000 corporate customers, their software was known for its ease-of-use and for being an effective solution for anyone who regularly works with contact information.

Why Funambol?

The company considered several alternatives for extending their solution to the mobile world, including a make vs. buy decision. They ultimately selected Funambol Carrier Edition, for a combination of reasons:

- **Broad device compatibility** – the ability to sync with a wide range of mobile phones, not just smartphones but also commodity feature phones, was highly important, because of the profile of their mass market user base. They liked how Funambol's open source software supported more mobile handsets than any other solution
- **Standards-based** – the use of open standards such as SyncML that is built into more than one billion mobile handsets was critical in their decision, as this meant that many mobile phones could work with their mobile solution without any downloads
- **Easy integration** – the ability to easily interface with their backend systems was a top priority, as they did not want to modify their application or IT infrastructure
- **Rapid time to market** – they saw a window of opportunity to create a new revenue stream from a compelling new mobile service. They did not have a lot of mobile experience and they did not want to reinvent the mobile wheel. They decided to go with Funambol as a proven mobile solution that could quickly mobilize their software
- **Ease-of-use** – as their software was world-renown for its ease-of-use, they needed their mobile solution to follow suit. They really like Funambol Carrier Edition's ability to automatically configure user mobile handsets over-the-air (OTA)
- **Good value** – Funambol represented a good economic value, enabling the company to provide a new mobile service at low cost
- **Scalability** – with millions of users, they needed a solution that scaled to volume

Results

As part of the company's evaluation process, they built a prototype that synced contacts from their server to several handsets, including a BlackBerry and iPhone. They demonstrated the prototype to including industry analysts and thousands of people at their annual user conference, and the feedback was overwhelmingly positive. Overall, the company has been highly impressed with the quality of Funambol software as well as the training, professional services and technical support that they have received. They plan to leverage the Funambol mobile open source platform for additional mobile services, including push email.