



» synchronica

ORACLE®

Push Email for the Mass-Market

Joe Bishop, Global Partner Manager, Synchronica

Patrick Tam, Regional Director, Asia Pacific, Synchronica

Carmen Man, Senior Consultant, Asia Pacific, Synchronica



Who We Are



- Synchronica plc (AIM: SYNC)
- Products
 - Push email & PIM synchronization
 - Address book backup for mobile devices
- Customers – operators and service providers
- FY '07 revenue ≈ \$4.2m, 80 employees
- HQ in UK, dev team in Berlin, sales in US, Asia, Middle East/Africa, CALA (Miami)



What We Do



- Mobile Gateway
 - Push email, address book & calendar synchronization
 - Consumer & business back ends supported – Exchange, Domino, Sun Communications Suite, IMAP, POP3
 - Based on industry standards
 - Zero-footprint architecture (no client on the handset, no adaptor behind the firewall)
 - Large addressable market, including feature phones
- Mobile Backup
 - Address book backup & restore for mobile devices
 - Simple Web, WAP or SMS signup for the customer
 - Automated over-the-air setup & configuration
 - Support for multiple back end data stores

Why It Matters to You



- Grow Your Business
 - Consumer mobile email will accelerate dramatically
 - 62.7m consumer mobile mailboxes by 2008 -Forrester Research
- Increase Revenue
 - Email and address book backup are services you can bill
 - Email and PIM sync generate data traffic
 - Address book backup protects revenue by maintaining traffic
- Reduce Churn
 - Email and mobile backup make your service “sticky”
- Get to Profitability Faster
 - Address the widest variety of handsets (450 models, 1.5B devices)
 - Target business & consumer users (Exchange, Lotus Domino)
 - Mobilize consumer mailboxes (Gmail, AOL, any ISP)

Why Is Synchronica Different?



- Standards-based
 - SyncML (OMA DS, CP), IMAP (including push)
- Largest Addressable Market for Fast Uptake
 - Feature phones, smart phones, even iPhone
- Zero Footprint Architecture
 - No client to load on the phone, no adaptors behind corporate firewalls
- Target Consumer & Business with Multiple Back Ends
 - Simultaneous connections to Exchange, Domino, POP3, IMAP & custom connectors