



Bringing customer service to mobile life

Celesta Smart Forms on the Nokia 9110 Communicator, now also harnessed with WAP-browser (Wireless Application Protocol), enables companies to add a new dimension to customer service. Engineers, sales personnel, drivers, workgroups and other mobile professionals can access and exchange key information while on the move, thus improving responsiveness and efficiency dramatically.

ICL is a global IT services company. It designs, builds and operates information systems and services for customers in the retail, finance, government, telecoms, utilities and travel markets. The company has operations in over 40 countries and employs over 22,000 people.

Transformed from a manufacturer of computers, today ICL improves business performance and competitiveness through services focused on electronic business, enterprise applications and the implementation and outsourcing of IT infrastructure. CCC Mobile Oy with its Celesta® brand is one of the leading developers and marketers of mobile Business (mBusiness) software products for the

globally emerging communicator and smart phone markets. CCC Mobile is a part of CCC Group, which provides a wide range of software development services with ISO9001 certification.

The winning combination

Today over 1,000 ICL service engineers in the UK can be accessible and communicate cost effectively where they are by using powerful Celesta Smart Forms on Nokia 9110 Communicators for call dispatch and call closure. Smart Forms is an innovative groupware solution for mobile professionals and workgroups to store and browse information in easily customizable databases and exchange data wirelessly using SMS (Short Message Service) and data call services in GSM 900/1800/1900 networks.

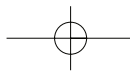
Speed is of essence

As ICL customers are running mission critical systems, fast communication and response in very short time scales are vital. Dispatchers can now issue new service calls to the engineers instantly. The engineers themselves are very enthusiastic about this solution. Now they can spend more time on servicing customers instead of calling back dispatchers. What's more, the training costs have been very low because the Celesta solution has been both easy to learn and use.

Operational costs of a system of 1,000+ users have a big impact on the total costs of the system. ICL engineers can browse their assignments and fill in reports off line. They are only on line for approximately 25 seconds when sending a report or receiving an assignment. ICL uses SMS for short updates and for activating data calls from the Nokia 9110 Communicators to the call management systems.

ICL created the forms for the Celesta solution themselves so that they can respond quickly to change the forms later on as and when business require-





ments change. Rolling out new versions to the Nokia 9110 Communicators can be done over the air by using the communicator's built-in capabilities. ICL see this as an enormous benefit as updating 1,000+ phones would be a logistical nightmare. In the future, ICL is aiming at fully automatic software updates without any user intervention.

The smart idea

Celesta Smart Forms enables rapid development and deployment of mobile business applications that are easy-to-use and cost effective to operate. These mBusiness applications support push/pull communications over SMS and data call service, off-line browsing and connectivity to corporate legacy systems.

Rapid development and deployment

Celesta Smart Forms applications with customized communications features and form layouts can be created or modified in house just in hours. These applications can be installed over the air by using Nokia 9110 Communicator's www-browser.

Minimal training is required since the user interface has been made so easy. Users browse the information off line in list view and they open up the detailed card view for updating the information. In order to minimize typing, applications use Nokia 9110 Communicator's function keys for selection lists and shortcuts.

The mobile users can be connected to various hosts such as CRM, ERP and call management systems through a Celesta Wireless Server for NT. The Wireless Server has an open ODBC interface and runs on an Oracle or MS SQL Server. Customers can also connect their host to operator's Short Message Service Centres (SMSCs) systems via the Celesta Server.

Cost effective and reliable operations

Celesta Smart Forms sends only the changed data over the mobile networks. SMS is mainly used for short updates and for activating the data calls from the Nokia 9110 Communicator to the host. The data call service is ideal for exchanging multiple updates such as pre-scheduled work orders or product updates between the client and the server during a short call. The message delivery acknowledgement is supported when using SMS or data call service.

With an upgrade option, bar code readers, printers and other devices with either serial or Ir connection can be used with Smart Forms.

Nokia 9110i Communicator and WAP services

The Nokia 9110i Communicator continues to support www-browsing and e-mail, but the new add-on WAP services application software now allows users to access mobile information services created for WAP-enabled phones.

This evolution of the Nokia Communicator highlights the blurring of boundaries between the Internet and mobile networks. In addition to such applications as Celesta Smart Forms, mobile Internet services like banking, news or ticket bookings can easily be accessed using a WAP-browser. Access to these services has been made even easier and more convenient for Nokia Communicator users thanks to the device's large display and keyboard.

As many WAP based information services designed WAP compliant mobile handsets emerge in many countries, these services will now be accessible for Nokia 9110i Communicator users as well.

For further examples of the Nokia 9110 Communicator at work in business, please visit:
<http://www.nokia.com/phones/9110/business.html>



Nokia 2000 © Nokia Mobile Phones. All rights reserved. Nokia and Nokia Connecting People are registered trademarks of Nokia Corporation. Other product and company names mentioned herein may be trademarks or trade names of their respective owners. Specifications are subject to change without notice. Some features are network dependent. Please check the availability of WAP services with your network operator and/or WAP service provider. Use of Internet based application requires Internet connection.



CCC Mobile Oy
 P.O. Box 333
 FIN-90571 SMART HOUSE OULU
 Finland
 Tel: +358 8 55 588
 Fax: +358 8 551 3409
 email: celesta@ccc.fi
 www.celestatools.com



Nokia Mobile Phones
 P.O. Box 100
 FIN-00045 NOKIA GROUP
 Finland
 Tel: +358 10 5051
 Fax: +358 10 505 9118
 www.nokia.com

