



The Mission Critical Solution Provider

## Enterra Mobile Solutions

### What is Mobility today?

The state of mobile applications today is analogous to the first corporate web pages a decade ago: curiosities with some value but isolated and lacking in real functionality. The web pages evolved to Internet-aware applications and now to web services, which 10 years later may have the most profound effect of any of these changes. Mobile solutions are following a similar trajectory.

The benefits are already tangible, whether it's the CEO receiving need-it-right-this-second data on his smart phone or the roaming sales force clinching deals in the field rather than at their desks.

Users are already educated about and hungry for the productivity and efficiency improvements mobility provides. Decision-making is facilitated by the delivery of data and applications as needed. Wireless networks grant the opportunity to synchronize previously disconnected devices. Sales can be concluded on the spot by a salesperson equipped with a device that records the transaction and passes along data to begin its fulfillment. And once mobile solutions are integrated into ongoing business processes, previously unrecognized distractions and delays are gradually eliminated as the solution is continually refined and improved. A company that understands how to build and deploy mobile solutions—and how to do so to maximize process improvement—will gain a significant edge over their still tethered competitors.

### How Can Enterra Help?

Enterra widely uses Java (including PersonalJava, Java 2 Micro Edition (J2ME), and Brew, a standard set of Application Programming Interfaces (APIs), employing two approaches for application design, - a mini-web application server or a so-called “native” Java user interface in which Java code, instead of a browser, is used to create a custom user interface (UI).

Using these standards, the same application can be deployed to a PDA used by the sales staff or a heavy-duty device used in the field, and devices can be upgraded or replaced without affecting the applications existing in an enterprise.

Using contemporary development tools and top-notch emulators from hardware manufacturers like Motorola, Sony-Ericsson, Nokia etc. as well as native hardware we ensure our software integrates seamlessly into any environment.

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## Enterra is able to implement mobile business solutions into enterprises to help gain a major competitive advantage!

Exciting new advancements of mobile technology in both hardware and software, combined with the affordable price points of implementing wireless communications, have given every business the opportunity to deploy a mobile solution into their respective organization with the ability to see a real ROI in a very short time.

Ask Enterra to help you with your new mobile infrastructure and software.

Just call us 813-514-0531 or email [salesteam@enterra-inc.com](mailto:salesteam@enterra-inc.com)



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