

Press release – Karlskrona 6 November 2001

## **Europolitan Vodafone's InfoManager makes working via mobile phones more efficient**

**Europolitan Vodafone is now launching InfoManager, a service that will entail a fundamental change for businesses that want to make information available for their mobile customers or employees.**

**"InfoManager will revolutionise the way our corporate customers do business. With InfoManager, business-critical information can be reached directly via a mobile phone, thereby helping our customers make their business more efficient," says Europolitan Vodafone's President and CEO, Jon Risfelt.**

There are many situations in which mobile phones can instantly enhance business efficiency. With Europolitan Vodafone's InfoManager, a salesperson with a mobile phone can, for instance, check the stock status of a certain product and place an order immediately while negotiating a deal with a business partner. InfoManager also allows companies to offer customers their services directly via their mobile phones.

"InfoManager will completely transform the way companies make business-critical information available to mobile users," says Jon Risfelt. "During the autumn, we have launched a number of services for the corporate market that show that we are well on our way towards a serious mobile business market. And there are more in the pipeline."

InfoManager is part of the Europolitan Vodafone Wireless Office concept for companies. InfoManager mainly targets companies with mobile employees who need quick access to important internal information while they are out in the field. Businesses can also use InfoManager to improve their customer relationships by enabling them to offer services such as booking, balance information or product offers. This information is accessed via text messages or WAP directly from a mobile phone.

InfoManager is simple to install and companies can decide which information to make available and how it can be reached. Customers do not need to make any changes to their companies' information systems and the service is both reliable and simple for users to use.

"InfoManager helps make our customers' everyday lives easier since they can perform their work duties in the field quickly and efficiently without needing to go back to the office," says Jon Risfelt. "InfoManager is a major step in Europolitan Vodafone's efforts to offer mobile services that are simple for companies to install and easy for the customer to use."

The first Europolitan customer to use the new service is Bilia, Sweden's largest retail chain for Volvo and Renault.

“InfoManager provides Bilia with a key opportunity to strengthen its customer relationships even more,” says Pär Erlandsson, e-commerce developer at Bilia. “We are also planning to create services that make it simple and more convenient for the customer to work with us.”

**For more information, please contact:**

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**Europolitan Vodafone** is a mobile operator with a license to build 3G mobile telecoms networks. Our strength lies in our focus on developing international services, service and quality. Europolitan Vodafone employs some 1,500 people and is listed on the Attract 40 list of the Stockholm Stock Exchange through its parent company, Europolitan Holdings AB. The company's majority owner is Vodafone of the UK, with 71 per cent of Europolitan Holdings AB. Private shareholders, investment companies and pension funds own the remaining 29 per cent. The Vodafone Group is represented on 5 continents and has around 95 million customers (proportional number of customers calculated on the basis of ownership). For more information, please visit **[www.europolitan.se](http://www.europolitan.se)** and **[www.vodafone.com](http://www.vodafone.com)**.