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TrustLink releases version 2.1 of its business application suite and adds PocketPC as a core mobile platform

More and more companies recognize the advantages of mobile handheld computers that with new technology and wireless infrastructure allow the extension of essential business functionality in ERP and CRM systems all the way into the field. TrustLink, a leading provider of mobile business applications, has identified field service technicians and sales personnel as two important user categories that immediately benefit from true mobile access to enterprise information.

The new releases Version 2.1 of TrustLink Sales and TrustLink Service are mobile front-end applications that enable users to handle orders, service orders, customers, products, contacts, tasks and associated information, in a fast, easy, and accurate way. Both products have been designed for integration with business systems, giving direct and secure access to company data.

- "Sales personnel and service engineers have frequent contacts with customers in their daily work. By providing these people with mobile CRM applications, companies now become better at meeting customer needs", says Åke Granqvist, Sales Manager at TrustLink, and continues: "Today, with our new products, we bring to the market a reliable and efficient business application suite with full flexibility for integration with existing business systems using the very latest advances in wireless technology".

The new releases of TrustLink Sales and TrustLink Service are available on all major PDA platforms: PocketPC, Palm, and EPOC. In the new releases, the PocketPC functionality has been improved to the same level as on Palm and EPOC. Moreover, the performance of the Palm and EPOC applications has been improved, so that very large customer and product databases can be handled efficiently on the PDA.

About TrustLink

TrustLink is a leading provider of mobile business applications using the latest in wireless and PDA technology. All applications are available on the Palm OS, EPOC, and Pocket PC platforms to maximize functionality and flexibility. TrustLink takes an active part in the development of open standards, and is a member of WAP Forum, and MAI. TrustLink has its Head Office in Stockholm Sweden.

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