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TrustLink and TDK Systems announce successful live test of mobile CRM applications

TrustLink and TDK Systems Europe have conducted successful live tests of mobile CRM over Bluetooth and GPRS networks.

These new applications give mobile users a permanent connection to their network and enable them to access their company's ERP or CRM system. The tests involved synchronising business data between a handheld device and an enterprise server. Among applications tested were: placing sales orders, updating client data and product information.

"The test results confirm that adding Bluetooth and GPRS as enablers for mobile business applications significantly improves the performance and user friendliness of CRM applications for the mobile professional," said Mats Bergström, managing director of TrustLink AB.

"Bluetooth puts an end to the hassle of hooking up PDAs with mobile phones using cables, cords or IR links," Mats Bergström continued.

"We're changing the way people think and work," said Nick Hunn, managing director at TDK Systems. "These applications with GPRS and Bluetooth show that people don't need to wait for 3G. The projected business benefits of 3G networks can already be achieved today with TDK technology and its partners."

"There are several benefits of GPRS. One of the most important characteristics is that the user is always connected to the network, which allows him or her to work with a fast, powerful, and responsive mobile client that gets updated transparently and continuously. Needless to say, this revolutionises the use of mobile CRM applications on the field. We have waited for the future to bring us these tools, and now we've got them," Mats Bergström summarised.

The tests were performed by TrustLink in Stockholm, using the TrustLink Sales 2.1 mobile business application running on a Palm Vx, equipped with TDK Systems' Bluetooth clip-on device, Blue5. An Ericsson T39 mobile telephone, with built-in GPRS and Bluetooth functionality, acted as enabler in the connection over the mobile network to the enterprise system.

About TrustLink

TrustLink is a leading provider of mobile business applications using the latest in wireless and PDA technology. The 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. The applications are available on the Palm OS, Symbian 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.

TrustLink Wireless Business Communications

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About TDK Systems Europe

An established division of TDK Corporation, TDK Systems Europe specialises in the design and development of products for the wired and wireless markets. Founded in 1997, it employs more than 80 people at its London office, and has additional facilities in Paris and Stockholm.

As one of the first companies to develop LAN and modem PC cards, the company is a recognised leader in GSM connectivity and is currently supplying components to most of the major GSM handset manufacturers.

TDK Systems' strong understanding of both PC and telecoms places it in a unique position to develop solutions for the wireless market. The company is a founding member of the Bluetooth Consortium and is actively researching and developing solutions for all next generation networks, including Bluetooth, 802.11a, 802.11b and HiperLAN/2. All of TDK Systems' designs are aimed at turning wireless into a practical end-user solution, providing the ultimate in compatibility and interoperability.

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