

Viigo™ for Enterprises

Secure...Scalable...Mobile data services



**Ask about our
WES special offer
for your mobile workforce.**

viigo™

To help your organization grow and succeed, you invest to ensure your people have the tools and information they need, when and where they need them. And now, more than ever, smartphones open up more opportunities for you to put your company's intranet in your employees' pockets.

So how do you mobilize your enterprise without undertaking large investments in mobile application development, implementation, added administration overhead, and end-user training and support without compromising security?

With Viigo. A single, mobile application for BlackBerry and Windows Mobile smartphones that lets you easily deliver critical corporate information and services to your smartphone users wherever they are. Simply, securely, with no application development requirements, no integration, no training, no support, and no hassle. No kidding.

A New Mobile Enterprise Model

For most users today, the mobile web experience has not yet been optimized. Viigo is one of the first mobile content and services applications of its kind to create a compelling user experience that requires no in-depth knowledge of mobile technology on the part of corporate IT, and no hefty investments in custom applications. Viigo provides all of the systems and user management your organization needs to mobilize its key data quickly, easily, and securely.



Publish

Viigo can instantly read any Internet content that already has RSS feeds associated with it, like breaking news, industry insights and blogs, and easily publish other data sources such as your organization's intranet, databases, forms, CMS (e.g. Microsoft Sharepoint) or CRM systems.

Centralized control >> Viigo can be controlled and configured centrally from your existing systems management facilities, leveraging your existing investments and giving administrators full control over content and features in the most efficient way possible.

Business Benefits

- » **Resource efficient** – leverage valuable corporate assets, BlackBerry infrastructure, and Intranet investments.
- » **Boost user productivity** - increase mobile users' productivity and improve their decision-making by providing them with instant access to operational and strategic information about customer orders, product performance, and more.
- » **Streamline systems management** - benefit from Viigo's simplicity and ease of deployment, centralized management and configuration, high usability, and unique subscription model.
- » **Increase user adoption and satisfaction levels** – provide users with an intuitive user experience that requires no training or IT support.

Comprehensive security >> Security is a core issue for any organization. For BlackBerry deployments, Viigo piggybacks on the enterprise-grade secure network pipeline that BlackBerry already provides. Data in the application itself is stored securely on the device, where account fail-safes ensure that people only access the data they're supposed to. Administrators can remotely cancel and unsubscribe users from sensitive content if they lose their device.

Streamlined systems management >> Viigo's content and services application allows administrators to manage all aspects of the information lifecycle. The Viigo Enterprise Server is equipped with an online Centralized Administration Interface for secure management and administrative ease, allowing administrators to manage the entire user base, all content and feed libraries. You can also allow users of corporate blogs and discussion forums to upload feedback, make suggestions, upload competitive intelligence, and more.



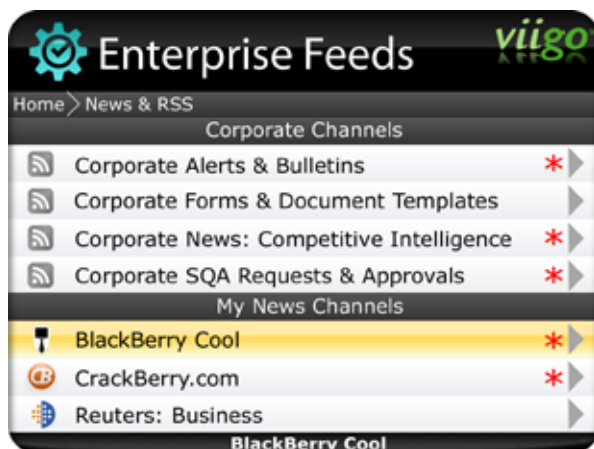
Complete BES integration >> Viigo's Enterprise Server integrates neatly with the BlackBerry Enterprise Server, allowing administrators to use existing BES IT policies to easily determine permission levels for individuals and groups. This integration also provides the ability to "push" the application to the device as well as terminate its access to the server.

Deploy interactive forms >> With the Viigo platform, you can deliver form-based interactive applications such as expense claims, expenditure approvals, and so on.

Discover

And, by joining the Viigo network, you'll also have access to a rapidly-growing collection of free content and services (such as Flight Schedules and Status, Weather, Hotel and Restaurant Reviews, etc) ... on the go.

Publishing content is only the first step. To get the most from your mobile investment, you must ensure that your users can get the content they need when they need it. Viigo's comprehensive content discovery tool can be completely managed by the enterprise, incorporating directories and searches to provide employees with appropriate access to up-to-the-minute information.



Viigo for Enterprises aggregates internal content from existing enterprise applications, Intranets and blogs, as well as external or internal feeds that are either mandated or suggested by corporate:

- Public domain that the enterprise wants their employees to see
- What the enterprise has cataloged from the Intranet (i.e., behind the firewall)
- Viigo content library – today, consisting of 5,000 channels

Feeds can also be categorized in ways that make sense to the organization (e.g., by department: HR, Finance, Product Marketing), making feed selection by the user more efficient.

Subscribe

The way people use mobile devices is very different from the way they use their desktop, and so are their expectations of service. When people use mobile devices, they are trying to take advantage of niche time: small moments while they're on the go - when they have spare time or need to accomplish something very quickly. Clumsy mobile browsers frustrate these expectations and erode the value of corporate mobile investments.



Publish and Subscribe model >> Viigo's publish-and-subscribe model provides a powerful way to deliver relevant content to mobile users without requiring them to constantly access Viigo. Instead, they subscribe to the information they're interested in. Then, even when their mobile device is sitting in its holster or they're outside of a connectivity zone, information is streamed to their device. When connected again, they're notified that they have new information to view. This model maximizes the user experience, minimizes download and waiting frustrations, and creates a mobile platform that users are not just willing to use, but enjoy using.

Consume

Viigo delivers the most intuitive and user-friendly mobile content application today. Formatted specifically for mobile devices, users can experience:

- Up-to-the-minute information - no downloading, no waiting, no frustration
- Simple, easy-to-read headlines and content summaries with one-click navigation
- Customizable interface – choose what, how, and when information is delivered

Viigo's commitment to delivering this exceptional and superior user experience will result in increased user adoption and satisfaction levels amongst your users - with no IT support and no user training required. Just download and start reaping the rewards.



About Viigo

Viigo Inc. develops and markets one of the world's most popular mobile content and services applications for smartphones. With over 5,000 channels and information services, Viigo customers around the world enjoy up-to-the-minute access to news, weather, sports, market performance, entertainment, and blogs in one intuitive, simple, freely downloadable application.

Founded in 2004, Viigo Inc. is a privately-held company with its corporate headquarters in Toronto, Ontario, Canada. For more information, visit:

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