



## OMNITEL AND SAP TOGETHER FOR THE MOBILE BUSINESS

OmnitelVodafone will participate in the SAP E-BUSINESS FORUM 2001 within the E-Business Solution Area.

**Milan, 14 March 2001** - Omnitel and SAP will present the new Customer Relationship Management wireless applications aimed at sales forces for monitoring the entry of orders and their state of progress, customer information and warehouse availability of products via palmtop computer with a WAP connection to the SAP system.

Business Intelligence applications that - again via WAP - permit the consultation of the sales reporting services, divided up according to geographical area, product and customer. Human Resources solutions for Travel & Time Management dedicated to all those who work on the move and require constant access to the corporate systems. Finally, applications for Maintenance Teams designed to access and display maintenance warnings or device fault signals, via a palmtop computer connected to the SAP system via an Internet Browser.

The partnership of the two companies, which was established in August 2000, has proved itself to be a winning response to the market demand for corporate mobile solutions, thanks to the skills of the two companies in combining SAP's business solutions with the high added value provided by the wireless technologies developed by Omnitel.

Customer satisfaction has always been at the centre of Omnitel's attention, and this attention has been translated into a continual quest for proposals with high technological and commercial value. Indeed, the Corporate Mobile Solutions department, established to develop solutions capable of enhancing the technological potential of digital radio mobile networks, integrating their functions with the typical Information Technology ones, was created exactly to respond to the ever more complex needs of companies.

The mobile business services have been specifically created for all those who spend their working days away from their offices or those who spend a lot of time at their customers' premises. In such situations wireless solutions enable constant interaction with the corporate computer systems, facilitating business and considerably reducing time and costs.

The result is a personalized mobile workstation, fully connected to the corporate computer systems and featuring rapid and simplified access in order to provide the customer with an excellent service.

Omnitel will stage the following presentation during the event:

Thursday 15 March SAP hall 3 p.m.

Mobile Business: The SAP-OMNITEL VODAFONE partnership