

Information Builders enables agile information solutions with business intelligence (BI) and integration technologies. Flexible, scalable, and secure, WebFOCUS – the most widely utilized BI platform – permeates every level of the extended enterprise through a simple and intuitive user experience.

From any Web-enabled device users can access any reports in their Mobile Favorites folder and easily navigate to BI content.

Information Builders Mobile Favorites™

Solutions for Mobile Business
Intelligence and Reporting



Innovation Drives Innovation

Mobile phones do much more than merely enable voice communication. With rapidly evolving, full functioning, laptop replacing smartphones, one out of seven e-mail users is also a mobile e-mail user. By 2011 half of the world's population will have mobile phones, 50 percent of which will be smartphones.¹

As devices become more powerful the list of supported applications increases. People now use their mobile phones to send and receive e-mail, take pictures, listen to music, watch movies, play games, and connect to the Internet.

The analyst community – recognizing these consumer trends – believes that all applications should now be mobile-enabled by default.² From a business perspective, the most critical are communication tools such as e-mail, and applications that provide instant access to actionable data, namely business intelligence (BI) and reporting solutions.

¹ Jones, Nick. "The Mobile Scenario." Gartner Symposium. October 2007.

² Gartner Symposium. October 2007.

Enabling the Mobile Enterprise

Many organizations are surprised to discover that implementing a mobile BI strategy is easier than expected. Jumpstart your initiative with WebFOCUS Mobile Favorites from Information Builders. Leveraging existing report design and distribution technologies, this solution enables rapid, efficient, and cost-effective mobile business intelligence.

Mobile Favorites has an innovative, pure browser-based architecture that enables organizations to share reports across devices. Consistent with the company's overall strategy to deliver thin-client applications and development tools – it is the most scalable and extensible solution on the market. With this thin-client approach in place, organizations can deliver applications and content to mobile devices without having to change their underlying infrastructure.

Furthermore, phones and mobile browsers will continue to evolve. It is likely that users will change or upgrade their devices every 18 months. Once in place, Mobile Favorites allows BI consumers to be device independent and also eliminates programmers' burden of customizing reports for multiple devices.



Mobile Favorites enables organizations to share reports across devices.



Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at informationbuilders.com, or in the U.S. and Canada, call **(800) 969-4636**.

Features and Benefits

WebFOCUS Mobile Favorites presents a robust platform for information and application delivery to mobile devices. Get your mobile BI reporting strategy developed and deployed quickly so users can immediately benefit from its robust features, including:

- **Easy to manage content** – with the My Mobile Favorites dashboard folder, which functions exactly like any Web browser's Favorites folder, users can add and delete mobile content in just two clicks
- **E-mail alerts for content updates** – let users know that content in their My Mobile Favorites folder has been added or modified
- **User selected report format** – content is delivered in the user's preferred format, such as HTML, PDF, and Excel, limited only by their device's capabilities
- **Intuitive interface** – mobile reports are launched from a link either in an e-mail or a bookmarked mobile-browser page
- **On-demand customization** – users can run parameterized reports and drill down to further details
- **No connection required** – users can trigger reports to be sent as attachments to view or work with while in disconnected mode
- **Actionable applications** – self-contained, interactive reports (WebFOCUS Active Reports) and dashboards (WebFOCUS Active Dashboards) can be manipulated, sliced and diced, and drilled into for advanced analysis, both in connected or disconnected mode

Mobile Favorites is device agnostic and cost-effective, so organizations benefit from increased productivity and maximized returns on existing investments. Other benefits include:

- **No device software to support** – reports are delivered directly to a device's browser, eliminating costly maintenance, updates, and versioning for different operating systems; reports are available on all mobile browsers and offer the same Web-browsing experience as desktop browsers
- **No additional hardware required** – standard Web and BI technologies are used so dedicated mobile servers aren't needed to convert BI content to mobile formats or manage interactions
- **No unique design and delivery tools needed** – create mobile reports and make them immediately available using standard development and delivery tools; existing reports can be distributed to any mobile device without conversion
- **No special security considerations** – provide a secure connection through mobile device and virtual protocol networks (VPNs); WebFOCUS Managed Reporting is used to manage user access and any Managed Reporting user can be immediately given access to mobile content

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