



Weblicon SyncML for SunONE

Sun[™]ONE
Open Net Environment



Agenda

- Problem
- Solution
- Technology
 - » Overview Synchronization
 - » Weblicon SyncML for SunONE
- References
- Positioning
- License Model



Problem

- Operators
 - » Messaging and PIM have high priority
 - » Synchronization is key for takeup-rate of messaging
 - » Wireless synchronization is a differentiation factor and revenue generator
- Corporates
 - » Require reliable synchronization with Outlook and PDAs
- SunONE
 - » Good Messaging solution
 - » Synchronization with Outlook and PDAs not acceptable
 - » Wireless synchronization not available

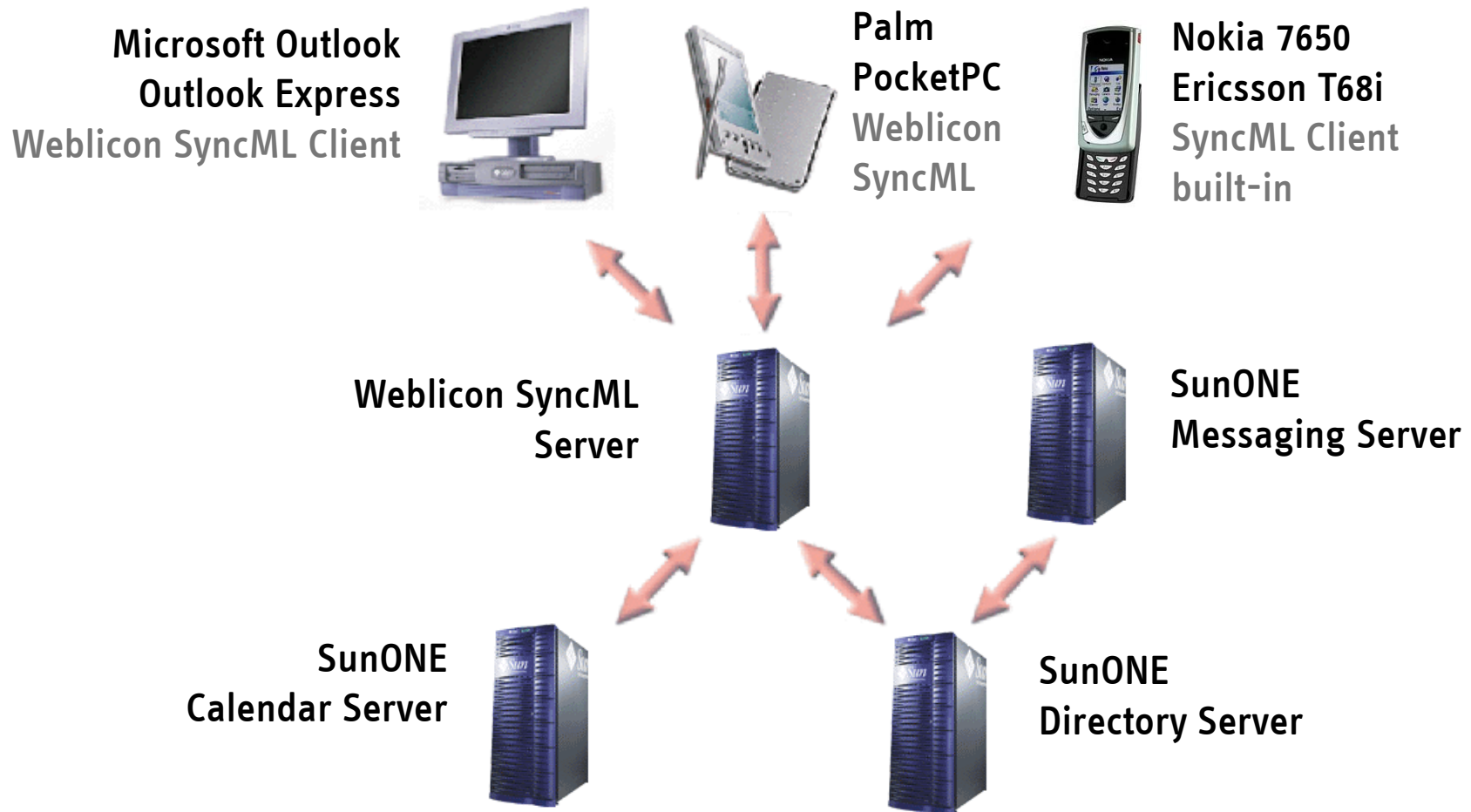


Solution – Weblicon SyncML Server

- SyncML
 - » Industry-standard for synchronization
 - » Ericsson, Nokia, Motorola, Palm, IBM
 - » Cross-Vendor, Cross-Plattform
 - » Synchronization of contacts, calendar, tasks
- Weblicon SyncML Server
 - » Officially SyncML certified
 - » Wireless synchronization with SyncML-enabled phones
 - » Integrates w. SunONE Calendar, Directory and Messaging
- Weblicon SyncML Clients
 - » Outlook, Outlook Express, Palm, Pocket PC
 - » Bidirectional synchronization



Technology - Weblicon SyncML Architecture



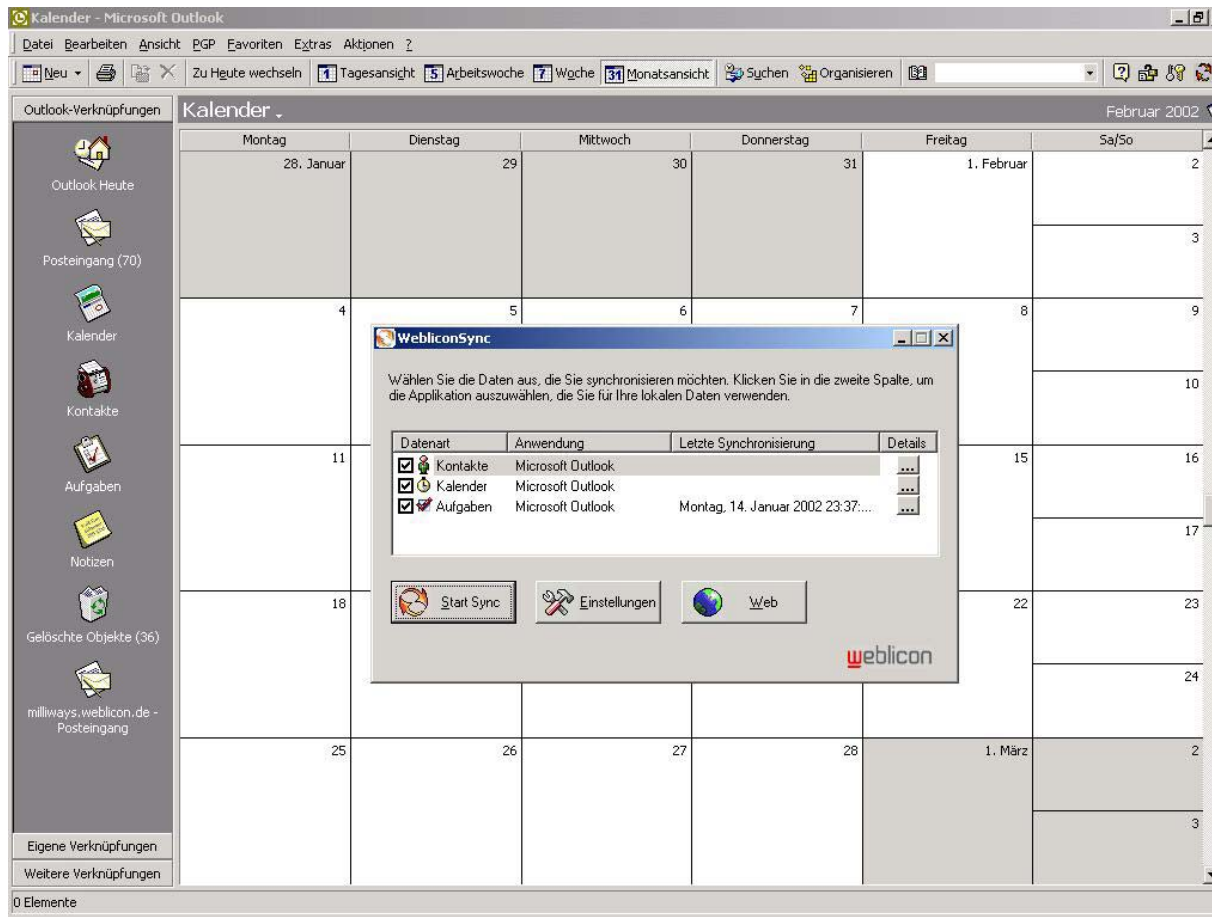


Technology - Weblicon SyncML Client Installation

- Installer for MS Windows
 - » Installs all 3 Weblicon sync clients at once
 - » Outlook, Outlook Express
 - » Palm
 - » PocketPC
- One-Button-Installer
 - » Extremely easy installation
 - » Downloaded to the user's PC
 - » Network settings preconfigured
 - » No configuration necessary



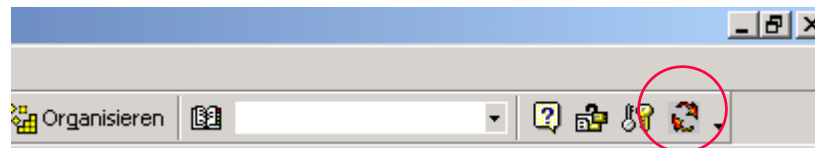
Technology - Outlook SyncML Client





Technology - Outlook SyncML Client

- Microsoft Outlook / Outlook Express
 - » Bidirectional Synchronization
 - » Integration with MS Outlook Button-Bar



- » Sync-Button in Windows Task-Bar

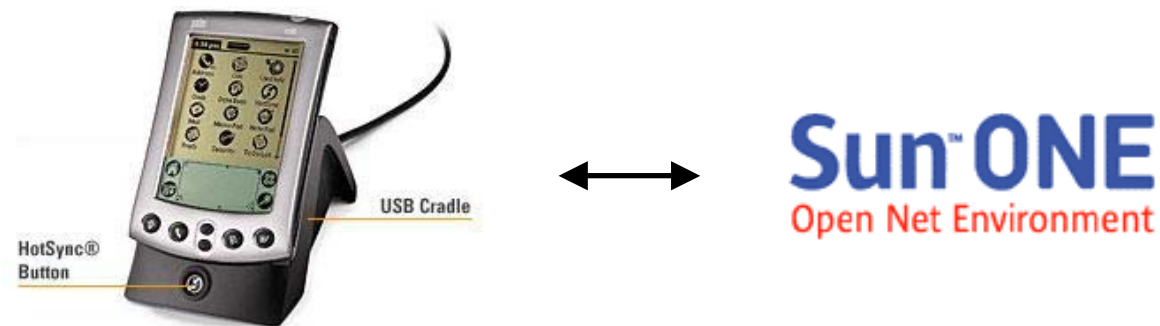


- » Secure communication via SSL
- » Support for Proxy-Servers
- » Uses the SyncML-protocol



Technology - Palm SyncML Client

- Plug-In for Palm HotSync Application
 - » Standard-Mechanism for Palm-Synchronization
 - » One-Button synchronization
 - » Easy to use
 - » Bidirectional synchronization
- Uses the SyncML Protocol





Technology - Pocket PC / WinCE SyncML Client

- Pocket-PC native Application
 - » Installed on the PDA
 - » User starts the synchronization using the PDA
- Wireline and Wireless Sync
 - » Using the PC as an Internet-Gateway
 - » Using and infrared connection to a mobile phone
- Uses the SyncML Protocol



Sun ONE
Open Net Environment



Technology - Wireless SyncML

- Wireless Sync with SyncML-enabled Mobiles
 - » Nokia Communicator 9210, 7650
 - » Ericsson T68i, P800, Siemens S55
- Synchronizes the built-in Address Book
 - » No software installation required (T68i, P800)
- Weblicon Server officially SyncML certified
 - » High level of compatibility with SyncML clients



Sun™ ONE
Open Net Environment



References



- Sun Vision Center (Munich and Kista)
 - » Weblicon SyncML Server integrated with SunONE Calendar, Messaging and Directory Server
 - » Running on SunONE Application Server
 - » Contact: Klaus Bergius (Sun), Mats Nummelin (Sun)



- Mobilkom Austria
 - » Weblicon SyncML Server and SunONE Calendar, Messaging, Directory Server



Positioning

- Strategic Positioning
 - » Weblicon SyncML Server very good add-on to the SunONE Product Stack for synchronization
- Existing SunONE Clients
 - » Defend installation with improved functionality
- Sales Prospects
 - » Increase chances for winning RFQs by offering wireless SyncML synchronization
- Revenue Potential
 - » Professional Services for integration



License Model – Basic License

Users	License Fee
100	EUR 5000
500	EUR 15,000
1000	EUR 25,000
10,000	EUR 60,000
50,000	EUR 113,750
100,000	EUR 175,000
500,000	EUR 237,000
1,000,000	EUR 320,000
5,000,000	EUR 435,000
10,000,000	EUR 590,000
20,000,000	EUR 1,060,000

- One-time license fee
- User-based license includes the Weblicon SyncML Server and all SyncML clients (Outlook, Palm and PocketPC)



License Model – Support

Users	License	Yearly Support Costs
100	25%	EUR 1,250
500	25%	EUR 3,750
1000	25%	EUR 6,250
10,000	22%	EUR 13,200
50,000	20%	EUR 22,750
100,000	19%	EUR 33,250
500,000	18%	EUR 42,660
1,000,000	17%	EUR 54,400
5,000,000	16%	EUR 69,600
10,000,000	15%	EUR 88,500
20,000,000	14%	EUR 148,400

- Annual support costs related to license fee
- Weblicon offers 24/7 technical support (2nd level) ensuring continuous operation of the service

weblicon