

Not All Talk



Kyocera  
7135<sub>smartphone</sub>  
Kyocera 7100 Series

ENTERPRISE RESOURCE GUIDE

*Introducing the next generation Kyocera 7135 smartphone – the complete wireless solution for the enterprise. It's a phone, a PDA, and a wireless e-mail and Internet device\*, all in one. The sleek, lightweight clamshell design of the Kyocera 7135 smartphone makes it easy to carry and comfortable to use. Check out the ways that the Kyocera 7135 smartphone can make you more effective in your enterprise.*

### Stay Ahead

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- Sleek, lightweight clamshell design
- Large, bright 65,000-color display
- MP3 player provides digital audio playback capability
- Multimedia player displays digital images and video
- MMC/SD expansion card slot lets you store databases, applications and files, or add accessories when you need them
- Palm OS® 4.1 software; all the features of a Palm OS handheld in your phone

### Stay Productive

- Wireless access to enterprise e-mail keeps you in touch while you're on the go
- Create, edit and display Microsoft® Office documents (Word®, Excel®, PowerPoint®) on your phone\*\*
- Deliver PowerPoint® presentations from your phone\*\*\*
- Wireless access to the Internet or your enterprise intranet using HTML, web clipping, WAP and other browsers\*
- Use custom wireless applications\* to access enterprise servers and databases

### Stay Connected

- CDMA digital PCS, CDMA digital cellular and analog – three modes of network coverage to keep you connected virtually anywhere\*
- CDMA2000 1X technology provides secure wireless communications at speeds up to 153 kbps\*
- CDMA technology encrypts all communications with one of 4.4 trillion codes, ensuring secure wireless transmission of sensitive or proprietary data
- SSL encryption or Palm OS® Virtual Private Network (VPN) clients provide secure access to enterprise data

\* Depending on services from your carrier

\*\* Requires additional third-party software program

\*\*\* Requires the purchase of an additional third-party accessory



## Wireless E-mail

The Kyocera 7135 smartphone supports a full range of e-mail solutions\*, including:

- POP3/IMAP4 clients with SSL encryption and attachment handling
- Desktop Redirectors – allow individuals to wirelessly access Microsoft Outlook or Lotus Notes-based e-mail accounts, including attachments
- Groupware Redirectors – enable groups of 20 or more users to wirelessly access their Microsoft Outlook e-mail and calendar/contact information using a Microsoft Exchange® server - ideal for a department or small enterprise
- Server-based Solutions – Make the whole enterprise wireless. Allow your entire team to wirelessly access Microsoft Exchange, Lotus Notes/Domino® or Novell GroupWise® e-mail



## Enterprise Applications

Gain competitive advantage by deploying wireless solutions\* for field engineers, sales forces or other mobile professionals. The Kyocera 7135 smartphone allows you to:

- Wirelessly access leading enterprise applications, such as Siebel™, Remedy™, Oracle™, or almost any enterprise database
- Develop your own enterprise applications using industry-standard tools such as Visual Basic™ or Java™



## Security and Network Access

The Kyocera 7135 smartphone supports advanced encryption and Virtual Private Network (VPN) clients\* for secure access to proprietary data that lies behind the enterprise firewall:

- Supports Secure Socket Layer (SSL) encryption for secure access to enterprise networks
- Supports both Point to Point Tunnel Protocol (PPTP) and IP SEC protocols for accessing enterprise networks via VPN technology
- Wireless transmissions are inherently secure with CDMA technology, as both voice and data are encrypted with one of 4.4 trillion separate codes
- Deploy both proxy-based and proxyless Palm OS HTML browsers for access to your enterprise intranet
- Use Palm Web Clipping applications to query the Internet or your enterprise intranet
- Available solutions from AvantGo™, Brience™ and others offer alternative architectures that reformat content for Palm handheld-sized screens, support asynchronous communications, and allow off-line viewing



## Personal Productivity

Lose weight when you travel – leave your laptop behind. The Kyocera 7135 smartphone can do everything your laptop does\*:

- Send and receive e-mail with attachments
- Create, edit and review Microsoft Word, Excel and PowerPoint documents
- Backup your existing applications and data on to a MMC/SD memory card
- Deliver PowerPoint presentations directly from your phone



## Systems Integrators

Effective wireless solutions in the enterprise emerge from the integration of four separate parts – wireless devices, wireless service, enterprise applications and existing IT infrastructure – into a seamless whole. To help your enterprise successfully deploy a wireless solution, Kyocera has identified a select group of providers with demonstrated success in developing wireless solutions in the enterprise built around the Kyocera 7135 smartphone.



\* Kyocera enterprise solution providers are independent third parties who have developed mobile solutions for the Kyocera 7135 smartphone. To use a solution, please contact the provider directly. Kyocera is not responsible for and makes no warranty or representation as to any solution. Kyocera is not responsible for any liability or damage arising from the purchase or use of any solution. Use of any solution is at the users own risk.

## Featured Products



### Veo SD Camera Photo Traveler for PalmOS

Plug the Photo Traveler into your smartphone's expansion card slot and you're ready to take snapshots with your handheld! Use Passcode: SMARTVEO for 20% discount.



### QuickOffice Pro by Cutting Edge Software

Quickoffice Pro puts your Excel, Word, and now POWERPOINT files right where you need them -- in your 7135 Kyocera smartphone! View, create, edit, sync, email and print \* documents right on your handheld!



### SanDisk SD Card and SanDisk Cruzer™

SanDisk offers a Kyocera Wireless 20% discount on SD cards and Cruzer products. Visit <http://www.sandiskstore.com/kyocera> and use code SANKYA2003 at checkout.



### Pitch Solo for Palm by iGO Mobility Products

High-performance presentation graphics capability directly from the 7135 Kyocera smartphone. Using Pitch Solo, you can now make PowerPoint-based presentations directly from your smartphone.



### Incipio Technologies, Inc./CompanionLink screen protectors

Ultra thin, durable screen overlays that adhere directly to the display area of your Kyocera 7135 smartphone. Once applied, they shield your display from abrasion and keep it clean.



### BlueTrek Bluetooth™ headset for non-Bluetooth™ phones by GoldLantern

BlueTrek is the ultimate hands-free wireless solution that connects your smartphone to your headset via Bluetooth technology. Works up to 30 feet away from your mobile phone, provides over 2 hours of talk time and weighs less than 27 grams.

\* Depending on services available from your wireless carrier.

## Genuine Kyocera Accessories



### Standard lithium ion battery

Keep a spare, charged 1200 mAh lithium ion battery handy. Actual talk and standby times will vary based on phone user settings, feature use and network configurations.



### Data Cable - USB and Serial versions available

The data cable gives you a simple and portable way to synchronize your phone and computer. While in use, the phone can also work as a wireless modem capable of sending and receiving e-mail,\* accessing the internet and importing contact information.



### Holster

Protect your Kyocera 7135 smartphone with a durable plastic, rotating holster clip that attaches to your belt or purse for quick accessibility.

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# ACCESSORIES

## Genuine Kyocera Accessories (continued)



### Leather Case

Genuine leather case with a window protects your Kyocera 7135 smartphone, allowing use without removing from case. Includes an extra pocket for an MMC or SD card and a swivel clip to wear on a belt or attach to a purse.



### Leather Pouch

Genuine leather with a pocket on the inside for an MMC or SD card. Includes a swivel belt clip for convenience and comfort.



### Styli

Have extra styli in your purse, your briefcase, at the office or on the road. Three to a pack.



### Car Power Adapter

Charges the Kyocera 7135 smartphone battery while in your car and lets you make calls even if the phone battery is discharged. Genuine Kyocera car power adapters do not interfere with car radio operations.



### Sync Cradle

For sharing information between your Kyocera 7135 smartphone and computer and for using your smartphone as a wireless modem\* (includes both USB and serial connections). Charges your smartphone and an external battery when used with the travel charger.



### Travel Charger

The small, lightweight travel charger has foldable prongs and is ideal for frequent international travelers-supports 100-240 VAC outlets. Features power surge protection.



### Portable smartphone Keyboard

This full-sized folding Kyocera 7135 smartphone keyboard has the same feel and response as many notebook computers. Programmable shortcut and command keys make entering data more convenient.



### Smartphone Portable Keyboard Upgrade kit

If you were a QCP 6035 smartphone portable keyboard owner and have traded up to the Kyocera 7135 smartphone, this upgrade kit will provide compatibility.



### Hands-Free Headset

Allows you freedom of movement and use of both hands during a call. It offers more privacy than a speakerphone.



### Hands-Free Stereo Headset

Listen to MP3s in privacy with CD quality sound. Music automatically mutes during incoming calls. The comfortable wrap behind-the-neck headset allows you to answer and end calls at the push of a button.



### Portable Hands-Free Car Kit

Kit allows for safe hands-free use and clear two-way conversations on your phone in your car. Includes a remote mounting clip for versatility and a swivel-socket for convenient positioning in any car. Also charges the smartphone battery or powers the phone.

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## More Accessories



### Margi Presenter-to-Go™ SD card presentation device

This device allows Palm users with SD slots to connect directly to digital projectors or other VGA displays. PC Software compresses files from any printable Windows application into a format that can be transferred to a handheld device.



### Amps Wireless Data mobile POS solutions

Mobile merchants can save cost and lower risk of fraud while using a wireless solution for their credit card processing needs. This Mobile POS solution integrates the Kyocera 7135 smartphone and the Infinite Peripherals mobile card swipe/printer.



### WindConnect Bluetooth™ Print Adapter by Troy Group

Print most documents directly from your smartphone to your printer without cables.



### KyoceraMita Printers

KyoceraMita's wireless offerings enable mobile printing and multi-office printing flexibility and give end-users true wireless document processing at the same functionality as a hard-wired network.



### HHP wand reader/decoder barcode scanner

Scanteam 6180 - An economical, compact solution for bar code data collection applications.



### Pentax® PocketJet® 200 portable printer

Pentax® PocketJet® 200, a printer designed to go hand in hand with your portable computing solution. This 200-dpi printer weighs less than a pound and prints sharp text and graphics at speeds up to three pages per minute.



### Belkin USB reader/writer

Transfer files easily between your PC or Mac and your Kyocera 7135 smartphone. The Belkin USB MultiMedia Card and Secure Digital Reader/writer lets you drag and drop files, images, and music for editing and storage on your computer. Transfers speeds of up to 1.2MBPS let you move your files 40 times faster than through a serial port.



### The Supply Net for adapters & cables

Supplynet specializes in PDA and GPS serial data cables for use with mobile phones & devices.

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## Software



### Visto Corporation

Visto delivers proven mobile access solutions that are simple to install, administer and use. Visto's patented store and forward solution connects mobile professionals and corporate users to their messaging data.



### Extended Systems (server based wireless email)

Extended Systems mobile groupware solutions offer organization-wide mobility of existing groupware apps like Exchange and Notes.



### Snappermail. POP3 email made simple.

SnapperMail shoehorns the email power of your desktop into your Kyocera 7135 smartphone! With this stunningly elegant and easy to use application, you'll be fetching your mail on the go without any compromises. With blueprints based on three intensive years of mobile email research and usability testing you'll find SnapperMail unrivaled as a standalone emailer delivering a user experience second to none.



### Synchrologic (wireless email & device mgmt & platform for syncing corp. data)

Email Accelerator provides a secure, centrally managed, server-based mechanism for synchronizing handheld devices over wireless or wire line connections. Provides "true push", proactive alerts, WAP and web browser access, and travel information management.



### Notify Technology

NotifyLink solutions provide users with "Push Notification" technology as well as with a secure over-the-air synchronized connection to their email and PIM information.



### iAnywhere Solutions, Inc., a Sybase Company

iAnywhere Solutions, Inc. empowers businesses with always available access to enterprise information.



### Movian VPN Client for Palm OS by Certicom

Wireless IPSec VPN security for enterprise and governments wanting to enable an increasingly mobile workforce.



### Mergic VPN Client for Palm OS

Use your Kyocera 7135 smartphone's Internet connection to HotSync®, access intranet mail or web servers, control remotely your PC or perform any other local network enabled task.



### Xora

Out of the box connectivity to Siebel, SAP, Oracle, Remedy, JDE, email/groupware and legacy systems, including Mainframe applications.



### Accenture

Wireless - A Means, Not an End - Catch the Wireless Wave with Accenture.



### Ellucre

Enterprise Integrated Communications.

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# ACCESSORIES

## Software (continued)



### Konaware

How Business Gets Mobile.



### Expand Beyond Corp.

Mobile Software Solutions for IT Professionals.



### generationPIX

The power of wireless video. GenerationPIX™ develops custom applications around their core GPiX wireless video technology to fit the unique needs of clients in their respected industries.



### Tiscor

Paperless Inspections.



### Oracle

Mobilize your Enterprise with Oracle. Cut costs and drive new revenue.



### Pacific Microinstruments

Provides mobile productivity software to enterprise users.



### Afaria by XcelleNet

Afaria is the leading solution for managing mobile business. Afaria helps companies manage mobile devices, applications and content from a central location.



### Valmont Industries

Remote management and control of irrigation equipment using Pocket Pro.



### BackupBuddyVFS by Blue Nomad, LLC

BackupBuddyVFS - effortless mobile backups and restores from the company you can trust.



### WordSmith® by Blue Nomad, LLC

WordSmith - real word processing for your Kyocera 7135 smartphone has arrived.



### Dataviz Documents to Go

Word, Excel & Powerpoint files on your Kyocera 7135 smartphone. Plus e-mail with attachments, PDF Files, pictures and Excel-like charts.



### Electric Pocket's Pixier for PalmOS

Enjoy multi-media mobile messaging with Electric Pocket's Pixier -- send and receive picture and photo messages direct from your 7135!

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# ACCESSORIES

## Software (continued)



### Kinoma Player

Kinoma Player delivers full screen, full motion, full color, high resolution video for your smartphone. It supports video, VR objects, VR panoramas, animation, and still images with synchronized audio.



### TealMovie Plus by TealPoint Software

TealMovie enables your 7135 to become a player of high-quality video and animation. It supports smooth playback up to 25 frames per second, high-quality full screen color, WAV file playback, and synchronized sound playback capability.



### PumaTech

Information without limits. Maximize the potential of your Kyocera 7135 Smartphone!



### ACT! for PalmOS by Interact Commerce Corp.

Designed specifically for PalmOS handheld users, ACT! for Palm comes complete with a powerful contact database that tracks notes, histories, activities, and sales opportunities for your best contacts along with a linked calendar and task list - all integrated into one easy to use application.



### Infinity Softworks powerOne Financial calculator

The new version of powerOne™ Finance is the first business calculator to combine advanced financial analysis with storage and communication between handheld computers, laptop computers, desktop computers, and printers.



### Infinity Softworks powerOne commercial R/E calculator

Tap into limitless power to analyze real estate opportunities...right on the spot!



### InStep Fax

A fax application that will wirelessly send out Memo pad text file, addresses, calendar events, AND... it will send out QuickSheet and QuickWord files. It even includes a basic cover sheet.



### P-Fax the wireless fax machine

P-Fax is a modular system which you add options with features that allow you to send and receive faxes on the 7135.

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# ACCESSORIES



The most technologically advanced wireless communicator on the market.

## Construction

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Choose from many third-party applications\*customized for the construction industry

- Create and manage tasks remotely with the Kyocera 7135 smartphone.
- Keep track of expenses, work times, and contacts.
- Monitor and update projects, contracts, or schedules while on location.
- Calculate start and finish times to control specific timeline.
- Punchlist software enables tasks to be sent by fax or e-mail via Kyocera's 7135 smartphone.
- Compatible with Punchlist, TimeMate, Strawboss™, and many more.
- Specific URLs for construction software.

[www.punchlist.com](http://www.punchlist.com)

<http://www.stratasystems.com/>

**More applications: visit websites below and keyword search "Construction" for additional applications.**

<http://www.palm.com/software/>

<http://www.palmgear.com/>

<http://www.kyocera-wireless.com/handango>

## Legal

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Choose from thousands of third-party applications\*, many customized specifically for legal professionals.

- **LEXIS-NEXIS @ WIRELESS:** enables you to access your Lexis-Nexis or LexisOne service conveniently while you are out of the office.  
<http://www.kyocera-wireless.com/handango>
- **NETALIVE™ WIRELESS LAW PORTAL:** offers wireless access to legal news, public records, case law, statutes, and business information.  
<http://www.kyocera-wireless.com/handango>
- **EXPERT 4 LAW SERVICE:** search for legal experts. <http://www.expert4law.org>
- **DAILY LAW LIBRARY:** a wireless law library that references citations, regulations and case law wherever you are.
- **AllTime™:** track of billable hours and multi task with optional time and expense tracking tools. Generates expense reports by client or filters criteria you designate. [http://www.iambic.com/pilot/timereporter/at\\_Download.htm](http://www.iambic.com/pilot/timereporter/at_Download.htm)

**More applications: visit websites below and keyword search "Legal" for additional applications.**

<http://www.palm.com/software/>

<http://www.palmgear.com/>

<http://www.kyocera-wireless.com/handango>

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# VERTICAL MARKETS

## Medical

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Choose from thousands of third-party applications\*, many customized specifically for medical professionals.

- **PHYSICIANS DESK REFERENCE (PDR.netSM) OR LEXI-DRUGS™**: accesses volumes of reference material to assess drug interaction, drug formulary and drug dosage information.
- **Active ECG™**: A pocket-sized cardiac monitor that works with the Kyocera 7135 smartphone, to record, display and review ECG signals for analyzing cardiac rhythms and performing quick patient assessments. <http://www.activecenter.com>
- **ABG DECODER**: For nursing students, paramedics, medical residents, and respiratory therapists, ABG Decoder to interpret blood gas values.
- **PATIENTKEEPER**: A handheld patient management tool that enables physicians to reduce paperwork, improve productivity, and have quicker access to critical patient information. More than 40,000 physicians have already adopted this unique PatientKeeper solution.
- **MEDICAL DICTIONARY**: A Palm OS application that has 17,000 words including specific terms from anatomy, biology, cardiology, density, optics, pharmacology, surgery and about 20 other fields of science and medicine.
- **BIOJUMP.COM**: Medical news and information wherever you go.
- **WIRELESS MEDICAL GLOSSARY**: A complete medical glossary with definitions, foreign languages translations, and synonyms for over 50,000 medical terms. <http://www.fbhc.org>.
- **OTHERS**: Take advantage of thousands of compatible Web clipping applications from ABC NEWS™ to The Wall Street Journal™, sports, entertainment and games.

Software links keyword search "Medical"

<http://www.palm.com/enterprise/solutions/healthcare/index.html>

<http://www.palmgear.com/>

<http://www.kyocera-wireless.com/handango>

## Real Estate

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Choose from thousands of third-party applications\*, many customized specifically for real estate professionals.

- Mortgage loan calculator and qualifier.
- Calculate city and county tax.
- Property appraisals and sale price estimations.
- Wireless MLS inquires in real time. (Check with your local realtor board for availability of Palm wireless MLS applications.)
- Compatible with Agent Pro Lite, House Wise, Loan Pro, Mobile Real Estate, PropertyBox among other real estate applications.

More applications: visit websites below and keyword search "real estate" for additional applications.

<http://www.palm.com/software/>

<http://www.palmgear.com/>

<http://www.kyocera-wireless.com/handango>

## Sales

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Choose from thousands of third-party applications\*, many customized specifically for sales & service force automation professionals.

- Keep track of your clients and your contacts.
- Get reminders on your meetings and milestones.
- Generate proposals on-the-fly to present before your competition.
- Look up pricing and sales history stored on Kyocera 7135 smartphone.
- Look up service manual and repair tips stored on Kyocera 7135 smartphone.
- Connect to your server and review updated information on-line.

More applications: visit websites below and keyword search "sales and service force automation" for additional applications.

<http://www.palm.com>

<http://www.palm.com/enterprise/solutions/fieldsales/>

<http://www.kyocera-wireless.com/handango>

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# Here are some case studies from previous deployments of Kyocera's 6035 smartphone.

*The Kyocera 6035 smartphone eases administrative burden, improves service quality and delivers multi-million dollar ROI to GE Medical Systems*

## GE Medical and Edify

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### Background

General Electric Medical Systems (GE Medical) manufactures high-quality medical imaging systems and provides services and productivity solutions to hospitals worldwide. GE Medical's offerings include networking and productivity tools, patient monitoring systems, conventional and digital X-ray, and clinical information systems.

GE Medical's computer tomography (CT) scanners cost anywhere between \$300,000 and \$1 million. The company offers service and extended warranties on its equipment, making fast maintenance response and the highest level of customer service critical to its success. GE Medical employs 2,400 field service engineers to maintain and repair its CT scanners in accordance with these service warranties.

GE's CT field engineers were spending a third of their time on mundane administrative activities associated with each service call. This part of the job was so taxing that engineers notoriously delayed filing paper work for days at a time. Meanwhile, the GE Medical extranet allowed hospital administrators to check on the progress of a service request. If the paperwork had not been filed promptly by the service engineer, the administrator would be led to believe that the service call had not been completed, and that GE was not honoring its service warranty.

### Business Challenge

Up to this point, field service engineers carried laptops and mobile phones. While the laptop gave the engineers access to the information they needed, it was seen as a hindrance among all of the other tools they must carry to complete their work. Instead, they usually would place a call to the GE operations center and have the information relayed from a computer screen. This was a common occurrence, for example, when the engineer had ordered a part that had not yet arrived. The engineers' difficulty in accessing necessary information often resulted in multiple visits to diagnose and maintain the expensive hospital equipment.

To help alleviate the administrative burden, GE Medical sought to reduce field engineers' administrative work from 30 percent to 5 percent of their time. This would allow for service updates to be posted to the extranet in four hours, instead of the one week that had become typical; and ultimately, CT engineers could spend their hours where it mattered, with the customer.

### Solution

GE Medical sought to fundamentally rearrange the workflow of the CT engineer field force. Service engineers exchanged their laptops and mobile phones for Kyocera QCP 6035 smartphones. An all-in-one solution, the Kyocera smartphone combined a mobile phone, Palm OS® handheld, and wireless e-mail and Internet access, in one device.\*

The CT scanners, connected through a virtual private network, relay self-diagnostic reports to the GE Medical operations center. A field engineer, in turn, can access this information remotely via the Kyocera smartphone. Running Edify's Enterprise CRM software on the Palm device, engineers have a head start on ordering parts and checking their shipping status. A link to the FedEx Web site also allows the engineers to see who signed for a part. When a hospital administrator says they haven't received a part, the engineer can immediately look up and see who signed for it.

Implemented in November 2001, the deployment cost GE Medical \$3 million, including the development of the Web-based applications and the purchase of the Kyocera smartphones. Originally the program was tested with 800 CT engineers throughout the U.S. By June of 2002, another 1,500 smartphones were deployed to the vast remainder of field engineers.

Given the lack of enthusiasm the CT engineers had expressed for mobile technology when equipped with laptops and mobile phones, managers were pleasantly surprised by the enthusiasm they have shown for the Kyocera smartphones. The company reported that the transition to the new technology was one of the smoothest in recent memory. Field engineers appreciate that they can complete service calls independently and no longer need to call the operations center to retrieve information. Instant access to data allows them to share real-time service status with customers. The Edify software allowed engineers to file reports immediately and without much labor, giving hospital administrators a much more accurate and timely representation of when their service request was completed.

Anecdotally, GE Medical reports that the project has been a morale booster to its field force. Engineers appreciate that the company invested in them to increase their productivity. This appreciation is evident in the enthusiasm with which engineers are now proposing other wireless applications for their Kyocera smartphones.

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## CASE STUDIES



The most technologically advanced wireless communicator on the market.

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The new wireless solution will save GE Medical an estimated \$15 million annually, derived from the engineers' administrative savings, and by their use of the one smartphone instead of carrying a regular mobile phone and laptop. The \$3 million project is expected to pay for itself by the end of 2002.

## Conclusion

By replacing its field engineers' laptops and cell phones with Kyocera smartphones, GE Medical Systems eliminated several administrative steps of the repair process and helped increase the efficiency of the workers servicing multi-million dollar computer tomography scanners.

*Real estate agents take the Web on the road via the Kyocera 6035 smartphone; competitive advantage translates to better client service and more homes sold.*

## Edina Realty

### Background

Edina Realty, a division of HomeServices of America, is the second-largest residential real estate broker in the U.S. Like most of the industry, Edina has kept a close eye on the evolving wireless space, evaluating how technologies, such as mobile phones with Web access, PDAs, and Blackberry-style pagers might improve workflow. A device that would give agents remote access to information held the promise of improving business processes. Most of the industry, however, has taken a "wait-and-see" approach. Recognizing that its competitors were balking and failing to capitalize on the technology available today, Edina Realty moved quickly to arm its realty agents (independent contractors) with a powerful wireless tool that would give them an immediate edge over competitors.

### Business Challenge

In a seller's market, when the supply of homes is low and demand is high, first access to new listings can be the difference between closing a sale or not. Prior to having wireless internet access, a broker might initiate home tours with a potential buyer and spend days contending with multiple offers on a home. While in the office, a broker would download information from the Multiple Listing Service (MLS) database and then store it on a PDA. (MLS provides all the listings of available homes in a market).

The static information was useful as a guide for houses in a certain area or in a certain price range, but did not assist brokers in executing actual transactions out of the office. Instead, the broker would have to return to the office to submit offers and view new bids on listings in which the client was interested. The lapse in time, typically six hours, could cost the buyer the house they had been pursuing. This cycle could repeat many times throughout the transaction process.

It became clear that a solution that merged telephony, wireless e-mail, and Web access would save agents critical hours in the transaction process, allowing increased interaction with clients and greater mobility in the field, where brokers spend most of their time.

### Solution

After examining numerous wireless options, including the RIM BlackBerry™ pager and Palm handheld, Edina selected the Kyocera QCP 6035 smartphone for its field force. The Kyocera QCP 6035 combines a wireless phone with a Palm handheld, as well as a pager and Web access\*. The MLS database, via a proprietary application, runs on Edina's Web servers, into which agents dial to retrieve data in real-time. The systems integration platform was developed internally, utilizing a SQL server and Cold Fusion as the application server.

With the Kyocera smartphone in hand, agents could access Edina's MLS database in real-time, while on-site with clients. Immediate retrieval of dynamic information, such as pricing and status of a sale, cuts down the length of the sales cycle and limits the amount of time a broker must be in the office.

*Continued on next page*

\*Depending on services from your carrier.

# CASE STUDIES

With the Kyocera smartphone in hand, agents could access Edina's MLS database in real-time, while on-site with clients. Immediate retrieval of dynamic information, such as pricing and status of a sale, cuts down the length of the sales cycle and limits the amount of time a broker must be in the office.

More than 100 of Edina's agents in 75 offices are currently using the Kyocera QCP 6035 smartphone in the field. With the smartphone's wireless access, the entire transaction process is cut from 1-2 days to a half-day in many cases. In one meeting with a buyer, the broker can show newly listed homes (before the "For Sale" sign is even hung), check listings on that home, submit a bid to the seller and compare other offers, all while out of the office. Edina's e-mail system also allows brokers to filter which e-mail messages from the consumer Web site are pushed to the smartphone – brokers can designate that e-mails from prospective buyers get pushed through immediately, while other miscellaneous messages are held at the broker's desktop. This level of client service and immediate attention is key to winning business in the real estate industry.

Brokers comment that the phone's Web access keeps them more informed while on the road and promotes professionalism and an "always on top of it" image. In fact, since using the Kyocera smartphone, many brokers have seen an increase in their number of homes sold. Web access has allowed Edina brokers to increase the pace of play over its competitors. Agents can spend more time showing property, writing purchase agreements, prospecting, and on closings. As one Edina agent put it, "I sold \$1.5 million worth of houses the first week I had it – that's \$40,000 in commissions."

## Conclusion

Equipping its field agents with the Kyocera QCP 6035 smartphone has enabled Edina to widen its lead over major competitors. In the Twin Cities, for example, Edina surpassed its chief competitor as the leading volume seller of residential properties for the first time in several years.

*Field engineers save time, reduce call center inbound volume and improve customer responsiveness by using Kyocera QCP 6035 smartphones to access enterprise applications*

## Aspect Communications and Xora

### Background

Aspect Communications, a Silicon Valley-based Fortune 1000 company, is the leading provider of multi-channel contact centers — business communications solutions that help companies improve customer satisfaction, reduce operating costs, gather market intelligence, and increase revenue. Aspect employs a large field service organization of 200 engineers involved in the maintenance and installation of their contact center systems. Before implementing a wireless solution, the field force was equipped with separate mobile phones and pagers. An application from Clarify (Clear Support, Clear Logistics), now part of Amdocs, was used for recording field service requests from customers.

### Business Challenge

Before implementing a wireless solution, Aspect used a lengthy process to notify Customer Operations Engineers (COEs) of new service requests:

1. Customers would contact the Customer Support Center (CSC) and log a request for service.
2. A dispatch agent at CSC would analyze the request and assign a COE.
3. CSC would page the COE.
4. The COE would then call the CSC to retrieve details on the service request, including customer name, location, and other information. The CSC support specialist would query the Clarify database and relay the details to the COE over the phone.
5. After arriving at the customer site, the COE would determine whether spare parts were needed, and would call the CSC again.
6. Upon finishing the service request, the COE would again call the CSC to close the case.

The average time spent retrieving information on the details of the service request was one to two hours, due to callbacks and contact person availability. Spare part orders and service request closure would add more time to the process.

Devices with limited functionality like pagers and mobile phones gave COEs limited ability to access information and service customers. In some cases, the COEs spent more time retrieving information from the dispatch agent at the CSC than in actual service at the customer site. Additionally, some customers had contracts that stipulated a two-hour response time on a 24/7 basis. There were several instances when this service level could not be met due to the COE's inability to access information remotely.

*Continued on next page*

# CASE STUDIES

## Solution

Aspect Communications deployed a two-part wireless solution to their communications problem. First, the company equipped the COEs with the Kyocera QCP 6035 smartphone, which combines a mobile phone, Palm OS® handheld, pager, and Web access via an HTML or WAP browsers. Second, Aspect selected Xora's EnterpriseOne mobility, which enables remote workers to access all of the company's enterprise applications, including E-mail/PIM.

The Kyocera QCP 6035 smartphone, along with the Xora EnterpriseOne mobility platform and the Xora Mobility Connector for Clarify, armed Aspect's field force with a single tool to enter, view and retrieve information regarding all service requests. Key benefits resulting from this wireless solution include:

- The COE's information retrieval and database interaction times were reduced from 6 hours to 20 minutes.
- The COE was armed with real time availability of spare part and pricing information.
- Time and Expense information that was previously entered via dial-up access or fax/e-mail was now enabled via the Kyocera 6035 smartphone's WAP or HTML browser, reducing overall administrative time from 40 minutes to 10 minutes. Additionally, the COE could access this information by calling the CSC on the smartphone having a natural 2-way dialogue with Clarify using speech recognition technology from Xora EnterpriseOne.
- CSC support specialists, who handled in-bound phone calls and dispatching from the COEs, were re-deployed to other areas that would increase customer satisfaction.
- The open architecture of Xora's systems integration platform allowed the customer to easily scale and integrate other enterprise applications such as logistics/sales/inventory and deploy them simultaneously. Aspect's enterprise application ecosystem also includes Oracle Applications (ERP), Siebel and MS Exchange.

## Conclusion

The Kyocera QCP 6035 smartphone, as a wireless access terminal along with Xora's EnterpriseOne mobility platform, provides an all-encompassing foundation for enterprise-wide data mobility projects. The COEs became more productive and could handle more service requests on a weekly basis. Customers realized increased satisfaction levels, due to speedier response times and proactive communication as to progress on the service request.



The most technologically advanced wireless communicator on the market.

**Q: What is the expansion slot for?**

A: Add extra memory, specialized applications and storage or peripherals, such as in the form of an SD/MMC expansion card.

**Q: What is SD/MMC?**

A: SD (Secure Digital) and MMC (Multi Media Card) are two of the largest memory standards in the industry with over 90 different products across the globe supporting the technology. The SD Card is a highly secure stamp-sized flash memory card, weighing approximately two grams. The SD Card can be used in a variety of digital products such as digital music players, cellular phones, handheld PCs (HPCs), digital cameras, digital video camcorders, smartphones, car navigation systems and electronic books.

**Q: How much storage is available on an SD card?**

A: 256 MB and 512 MB cards are available, with Panasonic having announced it will have a 1 GB card by the end of 2002. This translates into the ability to hold 688 minutes of MP3 music, 7,040 JPEG photos, 180 minutes of MPEG-4 video.

**Q: What version of the Palm OS is running in the Kyocera 7135 smartphone?**

A: PalmOS 4.1

**Q: How much RAM memory does the Kyocera 7135 smartphone have?**

A: 16 MB of internal memory

**Q: What is the CPU processor on the Kyocera 7135 smartphone, and what is its speed?**

A: Motorola Dragonball™ VZ33MHz.

**Q: How many colors does the Kyocera 7135 screen have?**

A: 65,000 (16-bit color)

**Q: What is the syncing speed with the serial connection?**

A: Speed is 115 Kbps with a throughput of up to 60Kbps

**Q: What is the syncing speed with the USB connection?**

A: It is a true USB device with a speed of 12 Mbps and a throughput of up to 260 Kbps

**Q: What accessories are available for the Kyocera 7135?**

A: View all accessories by visiting the "Accessories" or "Peripherals" section of the [www.kyocerasmartphone.com](http://www.kyocerasmartphone.com) Web site.

## FREQUENTLY ASKED QUESTIONS



The most technologically advanced wireless communicator on the market.

## Wireless Data Communications:

**Q: What wireless data speeds can I expect on the Kyocera 7135 smartphone?**

A: 1XRTT: The speeds one can expect are very dependent on carrier networks and coverage. Please contact your carrier for information concerning the speeds you can expect in your geographic area. The carriers have stated that the average data speeds should be around 50 Kbps to 70 Kbps, with a potential peak speed of 153 Kbps. Outside of 1XRTT coverage: 14.4 Kbps

**Q: How do I gain wireless access to my enterprise e-mail?**

A: The Kyocera 7135 smartphone comes with three e-mail clients supporting POP3 and SMTP. In addition there are numerous third party\* e-mail solutions that range from individual desktop re-directors, Workgroup desktop redirectors, and sophisticated server based e-mail solutions. For more information refer to the "Enterprise Solutions" section of the [www.kyocerasmartphone.com](http://www.kyocerasmartphone.com) web site.

**Q: How do I gain access to my enterprise applications (e-mail, field service, sales, customer service data, work orders, etc.)?**

A: There are numerous third-party\* solutions that enable your Kyocera 7135 smartphone to securely pass through your enterprise firewall and authenticate onto your enterprise network and applications. For more information refer to the "Enterprise Solutions" section of the [www.kyocerasmartphone.com](http://www.kyocerasmartphone.com) web site.

**Q: How do I access my enterprise network wirelessly?**

A: There are numerous third-party\* solutions that enable your Kyocera 7135 smartphone to securely pass through your enterprise firewall and authenticate onto your enterprise network and applications. For more information please refer to the "Enterprise Solutions" section of the [www.kyocerasmartphone.com](http://www.kyocerasmartphone.com) web site.

**Q: Can the Kyocera 7135 smartphone be used as a wireless modem for my laptop or PC? If so, how?**

A: The Kyocera 7135 smartphone has a built in wireless modem that can work in conjunction with you PC or laptop. Please refer to the "Enterprise Solutions" section of the [www.kyocerasmartphone.com](http://www.kyocerasmartphone.com) web site.

## Data Security:

**Q: Is the data secure when transmitted wirelessly on the Kyocera 7135 smartphone?**

A: Yes – wireless transmissions over CDMA networks are inherently secure because both voice and data are encrypted using 264 Walsch codes, which are several orders of magnitude more secure than 128 bit SSL.

\* Kyocera enterprise solution providers are independent third parties who have developed mobile solutions for the Kyocera 7135 smartphone. To use a solution, please contact the provider directly. Kyocera is not responsible for and makes no warranty or representation as to any solution. Kyocera is not responsible for any liability or damage arising from the purchase or use of any solution. Use of any solution is at the users own risk.

# FREQUENTLY ASKED QUESTIONS



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\*Depending on services from your carrier.

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