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Fast food, fast Internet

McDonalds has added a new ingredient to the mix - Wireless Internet - and is now using its new network to support wireless Toshiba notebooks, desktops and cordless Ericsson handheld phones at its new Auckland Head Office. Information Services Manager, Peter van Dyk comments on the installation: "We saw that there was an opportunity to reduce costs by not wiring. That said, the main reason we went wireless was strategic as we thought it was the best thing to do to support our business."

Petware and its wireless friends

Auckland-based pet products company, Petware, is reaping the rewards of automating its sales force. Petware reps have been taking orders using SalesLink - a sales automation software package - for the past year. Equipped with handheld computers with built-in barcode scanners, orders are downloaded wirelessly directly to the company's warehouse. David Crandall, General Manager of Petware enthuses: "The solution has paid for itself within the first year." Mobile computer specialist, Portables Plus, provide training and support.

On the road with WAP

National Road Carriers and the Combined Owner Driver Association are tackling head-on the problem of fluctuating fuel costs. The organisations, that represent New Zealanders operating commercial vehicles, negotiate reduced rates with fuel providers for their members. They have now introduced a new WAP service that enables members to use WAP-enabled mobile phones and PDAs to gain instant access to up-to-the-minute fuel rates. Mobile Data Now built and hosts the WAP site that holds the information.

CASE STUDY

Pizza Hut adds SMS flavour

By Lorna Richards

Pizza Hut New Zealand and its mobile solutions partner, Datasquirt, have launched the world's first SMS pizza delivery service - bringing new meaning to the term "convenience food". The new service enables pizza lovers to simply send a short text message, which automatically generates an order for either delivery or pick-up.

Julian Smith, General Manager of Datasquirt comments: "Extensive market research has resulted in this unique service which perfectly complements Pizza Hut's position in the fast food market."

"Using Datasquirt's patent pending WAM-E and TEXTCODE technologies, the service is fully

automated and completely integrated into Pizza Hut's national database infrastructure and logistics processes."

Seamless integration ensures all SMS orders are handled and fulfilled in real-time. In addition to the systems automation, Datasquirt has also developed and deployed an SMS customer service interface into Pizza Hut's contact centre, to provide further support for SMS orders.

Pizza Hut is New Zealand's largest pizza chain, with 90 outlets throughout the country and a delivery team of more than 1000 drivers.

The SMS service has enabled the company to harness the ever-growing popularity of SMS. Dean Divehall, Marketing

Director, Restaurant Brands New Zealand - which franchises Pizza Hut New Zealand's brand and manages its stores - says: "In the first two weeks of the scheme, which was launched in February, approximately 10% of all mobile phone orders were arriving via SMS - an encouraging result considering that Pizza Hut handle up to three million calls per year. Operating costs per transaction have also reduced and this has been achieved without any significant promotion."

"Pizza Hut's next step will be to actively promote our text message system, and we will be offering customer discounts to those who order using SMS. To the best of our knowledge, there is no equivalent service anywhere in the world," he adds.

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No wires, no limits

By Lorna Richards

New Zealand has a limited window of time in which to exploit its position as a test-bed for the global mobile industry, a new study into the local wireless sector reports.

The New Zealand Trade & Enterprise funded report, entitled, "No Wires, No Limits", says New Zealand has become a beacon for advanced wireless and mobile Internet innovation.

But the report goes on to warn: "We must now take advantage of this window of opportunity to exploit our leadership, create international markets and develop global linkages that will build these emerging niche industries into a globally significant sector at the forefront of our information technology."

"No Wires, No Limits" highlights how New Zealand has created a wireless environment that enables it to punch above its weight. Deregulation of New Zealand's telecommunication sector, multiple network standards, and a population of early adapters have ensured our technological development is among the best in the world.

The report will be launched this month at New Zealand Wireless Data Forum "Wireless Wednesday" events for the wireless community,

Copies of the 'No Wires, No Limits' report will be available from July 9, from New Zealand Trade and Enterprise at www.nzte.govt.nz New Zealand Wireless Data Forum at www.wirelessdataforum.org.nz, or MediaLab South Pacific at www.medialab.co.nz

on July 9 in Wellington, and July 16 in Auckland.

The study identifies constraints hindering growth of local businesses, including difficulties of breaking into international markets, a need for increased government support for trialing of new technologies, and a shortage of skilled engineers to feed into local wireless research and development programmes.

Michael Gregg, Chief Executive, MediaLab South Pacific, was contracted to prepare the study, and is optimistic about the growth potential of the wireless industry.

"We found exciting commercial opportunities for the export of locally developed mobile commerce software, applications that use mobile devices to talk to each other without human intervention, as well as world-beating companies building

wireless telecommunications solutions."

But Mr Gregg warns that the wireless sector must fully exploit opportunities as they arise: "This will come from investment of more local and international money, more funding into local wireless research and development, and employing skilled international business people who can grow embryonic companies into global leaders."

New Zealand Trade and Enterprise commissioned the study to help better understand the wireless industries growth prospects - and in particular where the government may be able to assist growth and remove road blocks to development.

Report findings were derived from interviews, surveys and discussions across the breadth of the wireless sector.

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LUCENT TECHNOLOGIES

The future is now

The benefits of high-speed data have been obvious for some time but it is only now that enterprise customers are realising business improvements. Across the globe state-of-the-art 3G networks, designed and installed by Lucent Technologies, are facilitating this improvement.

Recent case studies reveal some interesting statistics. A US-based insurance company reports that its salespeople have been selling two more policies a week as a consequence of being able to access information in real time. The knock-on effect has been a reduction in related back-office support by 37 percent and a drop in follow-up home visits by 30 percent. With

efficiency gains of this order, the company is confident that each sales representative will be able to make a greater contribution to business growth by signing-up more high-value customers. And the story doesn't end there. Along with efficiency gains, cost benefits are also starting to accrue - a staggering 80 percent saving on weekly remote dial-up access charges and an

associated 20 percent reduction in voice calls are being recorded.

Lucent Technologies is proud to be working with some of the world's largest and most progressive mobile network operators to spearhead the revolution that is cutting the corporates free.

For further information:
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CASE STUDY - HUMES

Humes cements Mobile JetStream in place

Telecom's Mobile JetStream is 'revolutionising' the way Humes Pipeline Systems sales representatives meet their customers' needs.

The pipeline products distributor has just completed a rollout of Mobile JetStream to 25 sales staff around the country, following a six-month proof-of-concept trial in the upper North Island.

Humes IT Manager Paul Clent says the trial proved the technology, which uses a laptop and a GTRAN wireless modem card connected to Mobile JetStream to access the company's central database from anywhere on Telecom's 027 mobile network, could help the company provide enhanced customer service and meet the needs of the building and construction sectors.

"Customer serviceability is a key for us and a point of difference between us and our competitors. This technology is revolutionising the way we achieve that goal," Mr Clent says.

Humes, a subsidiary of Fletcher Building, manufactures and sells pipeline systems to the civil infrastructure, energy, telecommunications, and rural sectors. It services a customer-base ranging from self-employed drain layers and farmers to large contracting companies, spread from the Far North to Bluff.

With Mobile JetStream, sales representatives can access central infrastructure services, including enterprise resource planning systems, business intelligence and their office email from a laptop in the field.

"It changes the entire cycle of their day, for



the better," Mr Clent says.

"Our reps no longer have to be committed to a bricks and mortar site. Generally speaking, we can keep staff with large geographical territories out on the road for longer, and they still have constant access to business-critical information like inventory, pricing, sales orders, and customer requirements.

"It means they can set our customers realistic

expectations and deliver on them."

The extensive coverage of Telecom's 027 mobile network meant there were few issues with staying connected. The technology will

Humes Pipeline Systems Key Account Manager Paul Kelly uses a laptop and GTRAN wireless modem card connected to Telecom's Mobile JetStream to access Humes' central database while out on the job.

introduce efficiencies throughout the organisation and provide substantial cost savings, he says.

"Because sales staff are no longer required to rely on support staff in the office to ensure a range of tasks are completed, it releases our own internal resources. Given the early success of the rollout, the payback on the investment is expected to be substantial."

Mobile JetStream from Telecom, New Zealand's fastest mobile data network, is the cost effective mobile data solution that's revolutionising the way many companies run their businesses. With Mobile JetStream you can get fast Internet access from your laptop or PDA anywhere in New Zealand on the 027 network.

Check out other customer success stories at www.telecom.co.nz/mobilejetstream

Taking Care of Business

Telecom mobile

Mobile and
broadband
marvels wanted!

Ericsson launched its Frontier 2003 competition across New Zealand and Australia.

Frontier invites pioneering developers to submit innovative applications that utilise all the benefits of next generation technologies, such as broadband and 3G mobile services, to enhance lifestyle, or create tangible business benefit. The ultimate finalists will then be given a platform to showcase their idea at an industry-wide, Trans-Tasman event.

"Following the huge success of Frontier last year, Ericsson is proud to sponsor the competition again. Developing new services for broadband and next generation telephony is the key to ensuring the success of these truly multimedia technologies," commented Lisa Tufts, Ericsson's General Manager, Mobility Solutions Marketing.

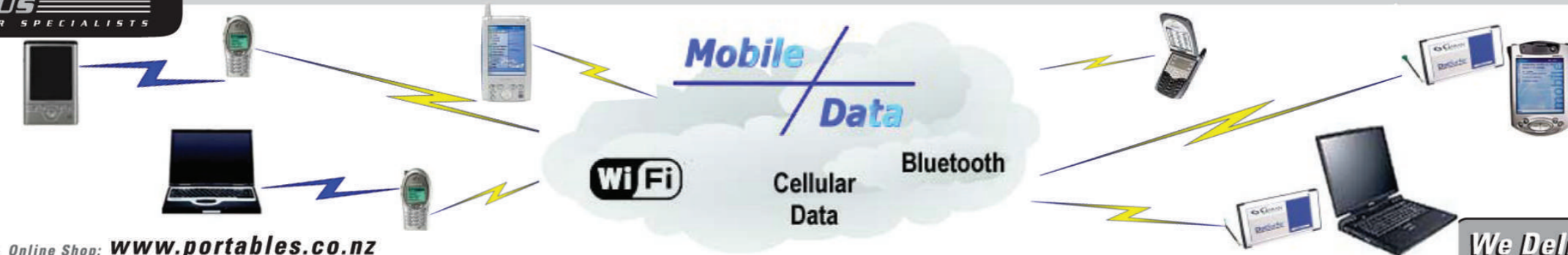
Competition is open now and closes 31st August 2003. For more details on the competition go to www.ericsson.co.nz/frontier/developers/

frontier

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