



***TapNCharge:***  
***Select with Voice, Pay***  
***with your fingers***



## SayNFind



Total Revenue  
\$0

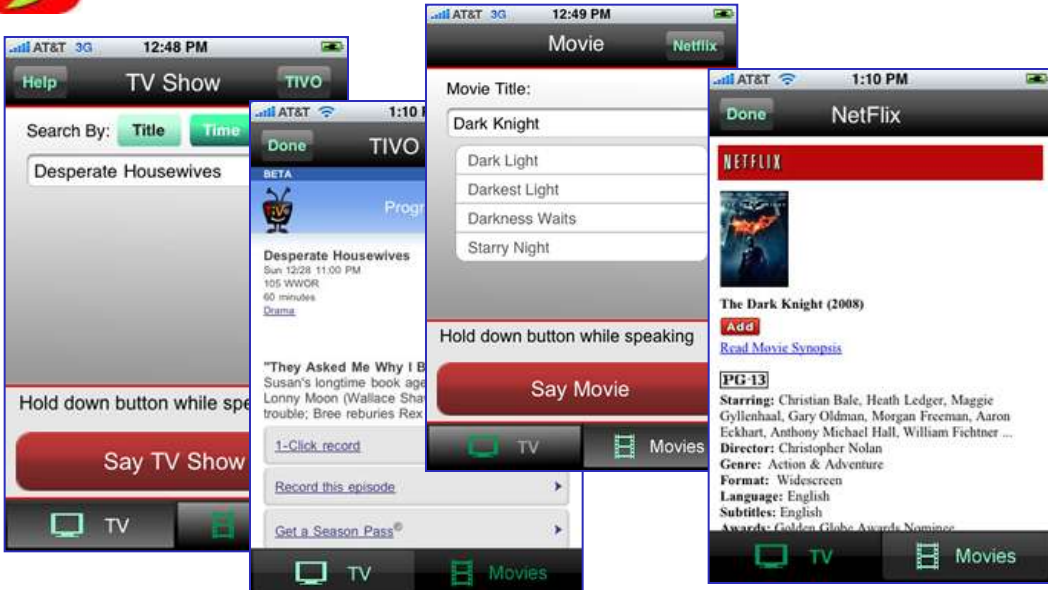
Inspiration  
Priceless



## SayNDial



## SayMedia



## Shifting Customer Care / Enterprise Applications



## Field Sales

- Real-time Inventory Info
- Real-time Competitive Info
- Cross Sell/Up Sell Info
- Prospect Locator (GPS)
- Route Planning (GPS)

## Health Care

- Patient Meds Therapy conformance
- Prescription Refills
- Clinical Trial Data Entry
- Laboratory Results Reports
- Patient disease management

## Field Service

- Repair Records/Reporting
- On-site Pricing/Schedules
- Real-time Parts Inventory

## Legal Services

- Time Billing Reporting
- Courier Scheduling (GPS)
- Contract Access/Search
- Court/Client Scheduling
- Court Filings

## Retail

- Venue-centric Ordering (GPS)
- Location-centric Merchandising (GPS)
- Restaurant Takeout Ordering
- Order/Account Status
- Mall Maps/Search (GPS)

## Financial Services

- Financial Planning Tools
- Stock Portfolio Management
- Document Access/Search

## Distribution/Transportation

- Route Planning/Tracking (GPS)
- Delivery Routing (GPS)
- Asset Management
- Time Management
- Shipment Status Monitoring

## Construction

- Project Estimating/Scheduling
- Code Violation Reports (GPS)
- Project Management
- Equipment & Labor Tracking
- Real-time Building Code Access

## Real Estate

- Appraisal Info Access (Photos)
- Comps Locator/Photos (GPS)
- Local Services Locator (GPS)

From IVR  
Shopping  
Application to  
Mobile Purchasing  
Application



AT&T 3G 10:51 PM

MobiFlex

Username demo

Password ●●●●

Login

Re

Q W E R T Y U I

A S D F G H J K

Z X C V B N M

.?123 space

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TapNCharge

Parts

water pump

Hold down button while spe

Speak While You F

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TapNCharge

Amount (\$) 59.00

Tip %

Tax % 2.95

Total (\$) Sum 61.95

Next

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TapNCharge

CC# 4633584463558536

Security Code 435

Expiration 12 2014

Month Year

Charge Credit Ca

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TapNCharge

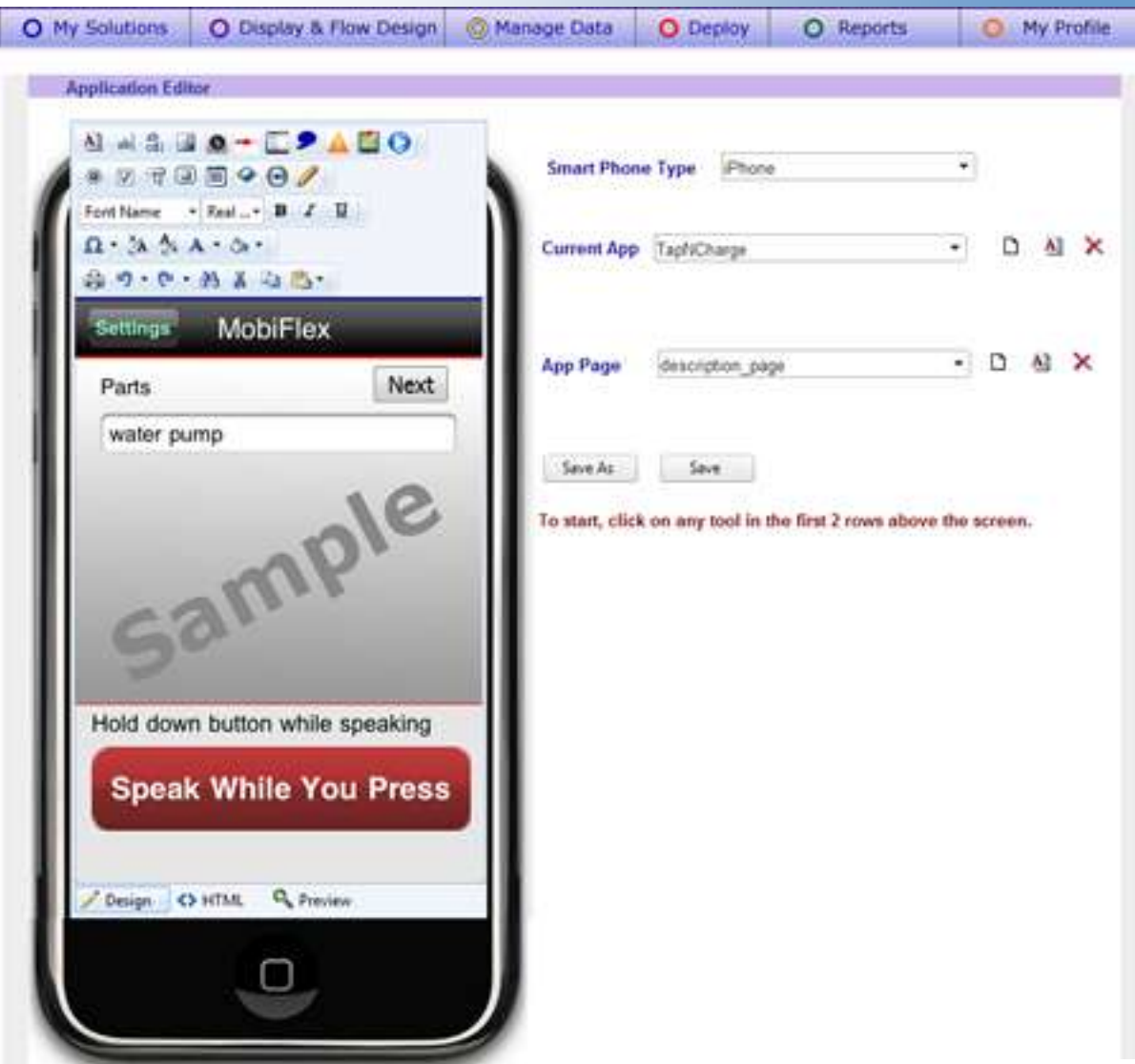
CC# 4633584463558536

Security Code 435

The credit card charge has been authorized.

OK

# Rapid Visual Creation of Mobile Apps



Visually Design  
Your App Online.

Then Download  
and Use It on any  
Smart Phone

# Rapid Visual Creation of Mobile Apps



Application Editor

Smart Phone Type iPhone

Current App storelocator

App Page inputpage

Save As Save

Deploy Application For Testing

Settings MobiFlex

Zipcode

Get Stores

Design HTML Preview

iPhone Simulator Edit Hardware Window Help

Carrier 11:30 AM

Settings MobiFlex

Zipcode

Get Stores

Visually Design Your App Online.

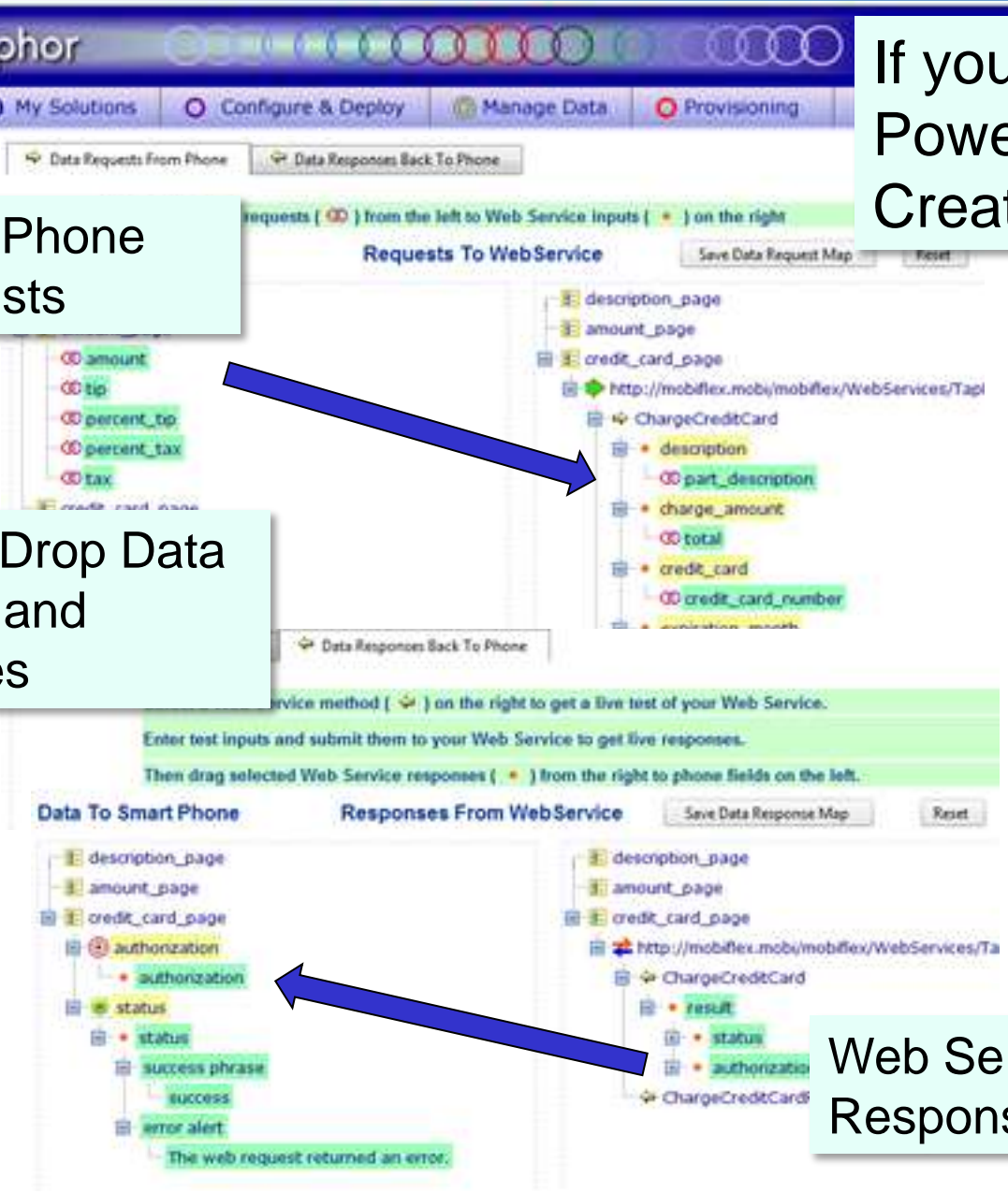
Then Download and Use It on any Smart Phone



If you can Create a Powerpoint you can Create a Mobile App

Smart Phone Requests

Drag and Drop Data Requests and Responses



The screenshot shows the Metaphor software interface with a top navigation bar containing 'My Solutions', 'Configure & Deploy', 'Manage Data', and 'Provisioning'. Below the navigation bar are two tabs: 'Data Requests From Phone' and 'Data Responses Back To Phone'. The main workspace is divided into two sections: 'Requests To Webservice' and 'Data To Smart Phone'. In the 'Requests To Webservice' section, a tree view on the left shows fields like 'amount', 'tip', 'percent\_tip', 'percent\_tax', and 'tax'. A tree view on the right shows a web service endpoint 'http://mobiflex.mobi/mobiflex/WebServices/Tap1' with a 'ChargeCreditCard' method and fields like 'description', 'part\_description', 'charge\_amount', 'total', 'credit\_card', and 'credit\_card\_number'. A blue arrow points from the 'Smart Phone Requests' text to the left tree view. In the 'Data To Smart Phone' section, a tree view on the left shows fields like 'authorization', 'status', 'success phrase', 'success', and 'error alert'. A tree view on the right shows a 'ChargeCreditCard' method with fields like 'result', 'status', and 'authorization'. A blue arrow points from the 'Web Service Response' text to the right tree view. Text instructions in the background read: 'requests ( ) from the left to Web Service Inputs ( ) on the right', 'Save Data Request Map', 'Reset', 'Data Responses Back To Phone', 'service method ( ) on the right to get a live test of your Web Service.', 'Enter test inputs and submit them to your Web Service to get live responses.', and 'Then drag selected Web Service responses ( ) from the right to phone fields on the left.' Buttons for 'Save Data Response Map' and 'Reset' are also visible.

Web Service Response

Make it easy and cheap to build, manage and integrate mobile enterprise apps on any device

- Make it easy to build, update and manage applications
- Allow applications to connect to back-end easily
- Easy to publish on multiple devices and app stores
- Make application life cycle cost effective
- Application building to require no or minimal technical knowledge

# Online Delivery of Automated Customer Care



By Mobile Apps with  
Drag & Drop Designer



By Phone with Plug &  
Play Packaged IVR