



BREW® DEVELOPER CASE STUDY

COMPANY:

Remoba (formerly Xpherix)

HEADQUARTERS:

Santa Clara, CA

FOUNDED:

2005

OVERVIEW:

Remoba is a developer of high-value, affordable mobile productivity applications that provide secure access to critical data and information. Remoba solutions are ideal for busy mobile professionals and consumers whose lifestyles demand constant connectivity without cost-prohibitive proprietary devices and IT infrastructure modifications.

WEB SITE:

www.remoba.com

BREW DEVELOPER:

Since 2005, and since 2003 as Xpherix





Remoba was launched in 2005 after the acquisition of mobile developer Xpherix, which was founded by a seasoned team of engineers and software developers in 1999. Xpherix was born out of the realization that much of the content that mobile users wanted on their handsets was not readily available to them, and the company's initial focus was on delivering personalized directory assistance services to corporations and mobile professionals.

Xpherix later recognized a more immediate need within the wireless sector and decided to shift its offerings to focus on wireless products and solutions. By the end of 2002, Xpherix had launched applications for WAP and J2ME, but soon opted to use the BREW solution to create several successful BREW applications, including iPhonebook™, iDatebook™ and Remo™. Remo is a software application that allows regular mobile phones to act as high-end PDA/smartphones for a fraction of the cost by providing wireless access to email, contacts and calendar with synchronizing capabilities to personal or corporate computers. This solid foundation of wireless applications compelled Remoba to acquire Xpherix in 2005 to create a cutting-edge business application company.

Moving forward, Remoba has an aggressive business plan in place to ensure worldwide growth in demand for the company's products, with the BREW solution playing a major role. The company plans to launch its products in the Indian market and from that point will then expand to other countries in Asia, as well as the U.S.

Most importantly, Remoba is committed to continuing the trend of developing award-winning products for both consumers and enterprise customers using their core IP such as e-mail, contacts, calendar and SMS. Remoba is currently launching RemoMail, an e-mail-on-the-go application that eliminates the need to carry anything besides a cell phone to stay connected to office and personal e-mails. Supporting POP and IMAP mail servers, RemoMail allows users to read, reply, forward, write and delete emails from up to five different accounts, including Exchange and Lotus Notes servers or free Web-mail accounts such as Yahoo, Google and Hotmail. Remoba is also actively working on a CRM application for enterprise segments focusing on areas such as mortgage, real estate, legal, sales force automation and education, which will be available by mid-2006. The company is trying its hand at applications outside of the enterprise space as well. In early 2006 Remoba will introduce the intriguing MyLotteryPick (MLP) service, which users can access for a proprietary mathematical modeling system for the selection of lottery numbers. "The future success of Remoba is tied very closely to the success of the BREW solution," said Guru Thalapaneni, president and CEO of Remoba. "We expect to reach one million subscribers by the

end of 2006 and BREW applications such as Remo, RemoMail and MLP are major drivers of our growth."

Remoba attributes much of its success to QUALCOMM's BREW solution and cites an overwhelmingly positive response from enterprise users to the company's applications. Working with the BREW solution has helped Remoba market its applications very rapidly to numerous major CDMA operators and allowed the company to generate revenue quickly. Remoba's comfort level with the BREW solution and its ability to develop compelling applications was rewarded with the BREW 2005 Developer Award the company won in the category of Best Business Application.

"Winning the BREW 2005 Developer Award for 'Best Business Application' truly helped Remoba raise its profile multiple operators," said Thalapaneni. "QUALCOMM has been a terrific partner and has introduced us to various carriers and marketing our products. Currently, we do not offer any products on other platforms."

On the heels of its success at BREW 2005, Remoba is experiencing approximately 100-150 downloads a day with a catalog of applications targeting SMB professionals. With the launch of RemoMail for consumers in December 2005, the company expects a significant increase in downloads.

"The wireless applications industry is experiencing a major shift, with the mobile phone no longer limited to being a voice-only device, but rather, a multi-purpose tool with many value added services," stated Thalapaneni. "The BREW solution enables Remoba to take advantage of product features aimed at directly improving the user experience, such as Verizon Wireless' popular Get It Now service, which give Remoba a considerable edge over other developers."

The BREW solution runs on all handset tiers to reach out to a wide segment of users irrespective of the type of device they use. It has also given Remoba the ability to reduce the time-to-market for all of their products because of the well-managed application development process that ties the developer to the device and the platform with tight integration. Furthermore, the BREW solution is the most efficient with respect to billing, testing/qualifying and time to market, allowing Remoba to focus on product development.

"We plan to establish ourselves as the technology and market leader in the mobile messaging area, while also expanding into the media, healthcare and gaming segments," said Thalapaneni. "The BREW solution will continue to be major focus for all of our development in the future."

