



INFORMATION PACK

In the internet boom the race was to enable your data and business processes through the web. To be first gave you a distinct advantage over your competitors.

In an ever changing business environment the next step is to reach your customers and workforce through advanced channels via the mobile phone. This will allow processes and data to be accessed anywhere whilst on the move.

Look no further, Tranzmorphic has the solution to this challenge in a fast, simple and cost effective manner that will have you up and running within no time at all.

Read on to find out more on how Tranzmorphic will help your business extends its reach in a swift, secure, flexible and reliable manner.

Who are Tranzmorphic and what do they do?

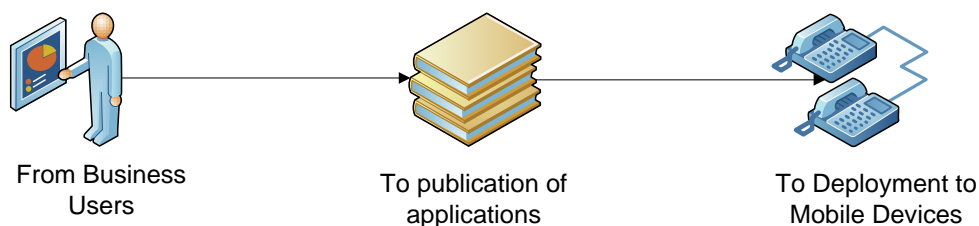
Tranzmorphic is an exciting company with a new and novel approach to enable your data and business processes with your workforce and customers through the use of mobile phones.

- Allows secure 2 way communication of data in the format you want.
- Can be achieved can be achieved without any technical knowledge whatsoever.
- Business processes and data formats can be modelled and deployed within minutes.
- No additional hardware is required by your customers.

The intuitive drag and drop interface within the Mobile Application Builder opens up the following capabilities:

- Define complex screen structures and navigation flows.
- Define fields within your screens to include:
 - Text items
 - Text fields
 - Password fields
 - Checkboxes
 - Radio buttons
 - Image displays
 - Confirmation of values form other fields within your screens
- Define complex validation of fields to include:
 - Required fields
 - Phone numbers
 - Postcodes
 - Email addresses
 - Numeric values
 - Regular expressions
- Define actions available from within your screens to include:
 - Screen navigation
 - Custom server validation with connections to your custom web URL's
 - Sending of data to the Tranzmorphic secure server
 - Exit the applications

Tranzmorphic ensures your business stays ahead of the competition by utilising a mobile workforce and customer base in an ever changing global business environment.



What benefits does Tranzmorphic provide to you and your business?

The Tranzmorphic approach to mobile applications opens up the following possibilities to your organisation:

- Secure, reliable, flexible 1-way or 2-way communication of data
- Model your existing or new business processes
- Create workflows through mobile applications
- Allows complex mapping of data to application screens and fields
- Enables you to sending and receive sensitive information to mobile devices

We provide 2 distinct methods for setup and maintenance of the applications and processes that you model through Tranzmorphic:

- Our intuitive, simple to use web interface
- Out web services API (application programming interface) to integrate with your existing systems.

Using the Tranzmorphic solution you can be productive with application generation and deployment within minutes by viewing our video tutorials to get you up and running.

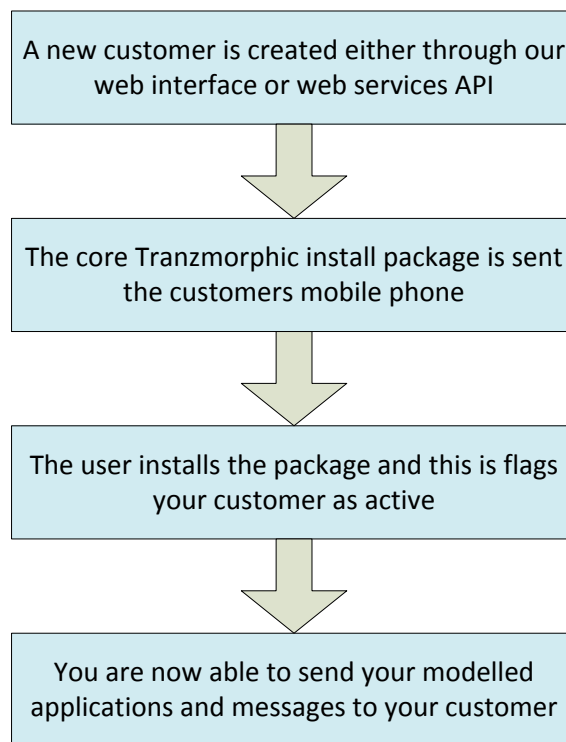
Utilising the Tranzmorphic method of mobile applications some of the tangible benefits that this will help your business realise follow:

- Time to market will be reduced radically as new business applications and processes can be modelled within minutes with no custom development required
- Cost of implementation is reduced to practically zero due to no development or technical knowledge required as a prerequisite.
- No need for specialist staff with mobile application development knowledge to deploy processes
- Tranzmorphic takes care of all your mobile technical support
- Enables you to keep your business ahead of the competition

How does Tranzmorphic work

The core gateway for Tranzmorphic communication to mobile devices is through a small application install onto your customer's mobile phones.

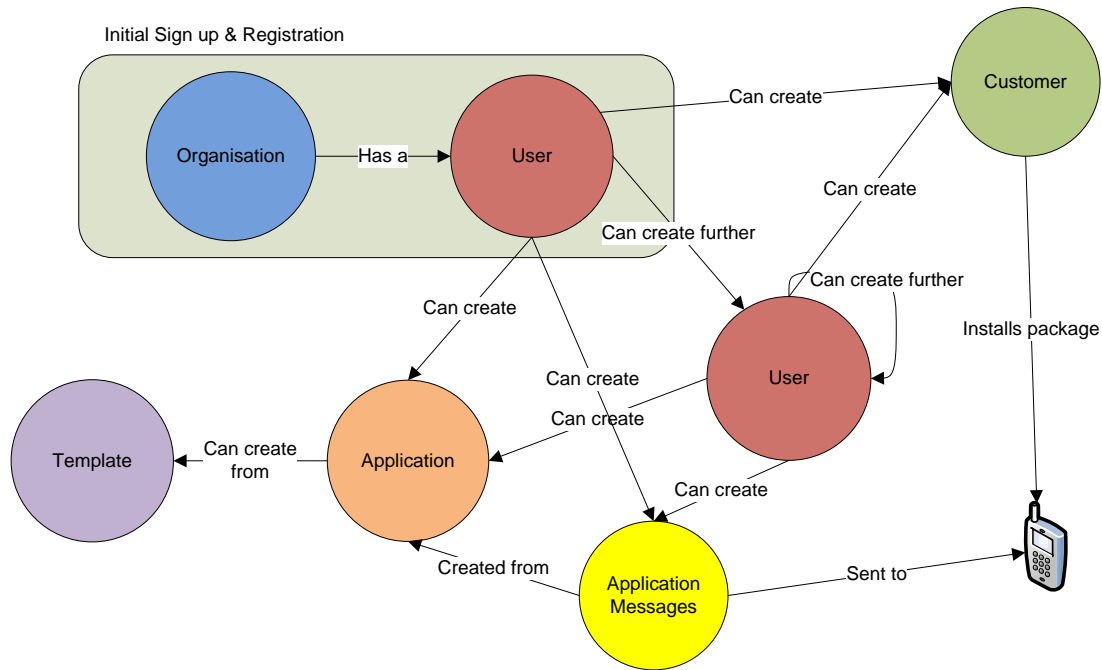
The following diagram follows the provisioning of new customers



Tranzmorphic gives you 2 distinct ways to carry out the available functionality. This can be accessed either through our web interface or web services API.

Our web services API gives you the capability to directly integrate Tranzmorphic with your own corporate IT systems to automate your business processes and data communication.

The following diagram shows the core components of the Tranzmorphic application and how they interact with each other.



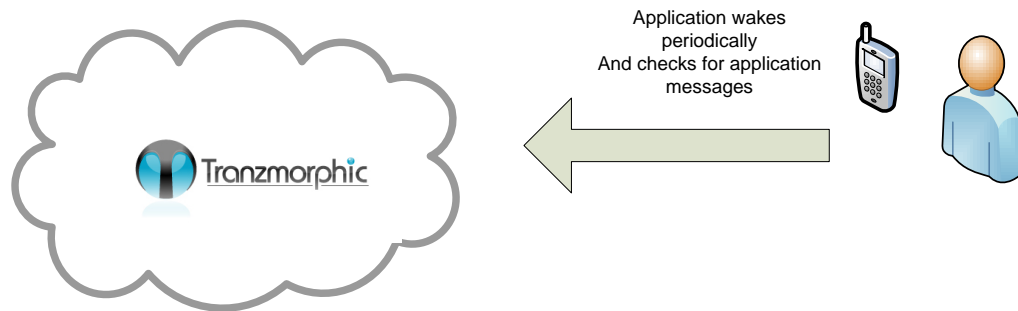
The table below describes the core functionality areas within the Tranzmorphic application:

Functionality	Description
User management	Creates business users for your organisation and assigns permissions for them to manage your customer base and custom applications and messaging.
Customer management	Provides the ability for your business users to create and manage your customers or workforce that you wish to enable for mobile messaging.
Application management	Allows you to model your business processes and communication of data within custom mobile applications that will be available for sending to your provisioned customers. Tranzmorphic provides a number of pre created applications templates that may be used to create your starter applications from.
Message management	Allows you to send messages to your customers via the applications and business processes that have been modelled by your users.

When you setup a new customer you can assign a specific account type to them that will manage the way your business processes and messages reach their mobile phone. These account types are outlined within the following sections.

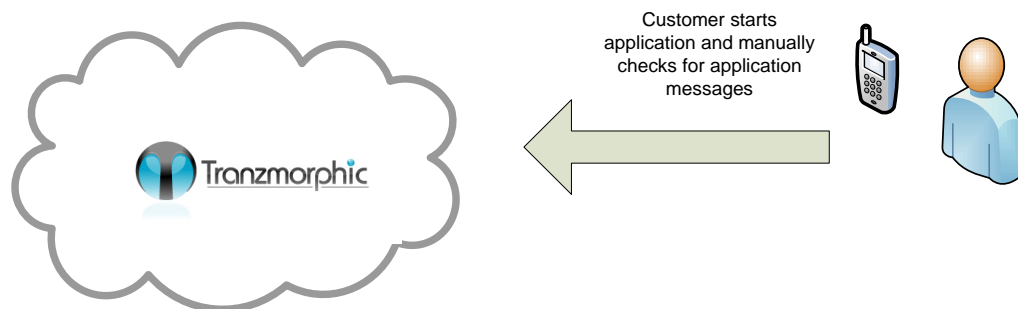
Periodic pull of messages

This will allow the application to wake at periodic times on the customer's mobile phone to retrieve any waiting messages.



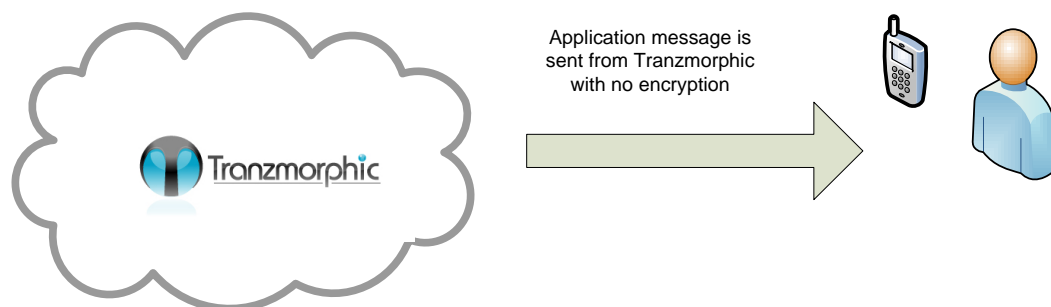
User initiated pull of messages

The customer will need to open the application to check for any new messages that are waiting for them.



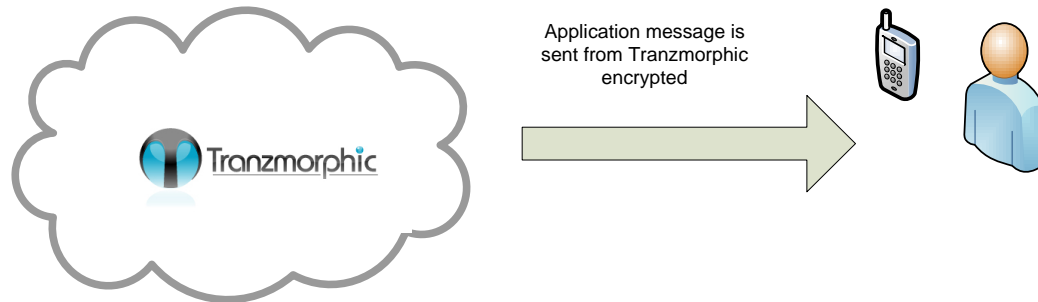
Push messages plain

New messages will immediately be pushed to the customer's mobile phone automatically launching the application. This is the entry level of messaging with no encryption.



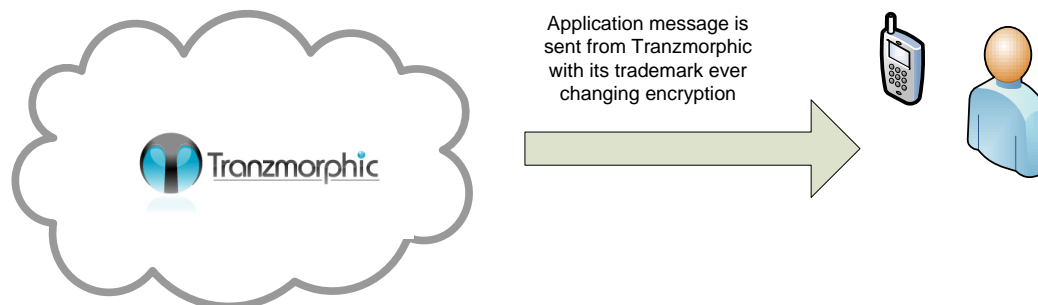
Push messages encryption

Uses the same push method with our unique encryption method to ensure all data is secure.



Push messages metamorphic encryption

Uses the same push method for messages but with the added security of an ever changing encryption method.



For the push message application types these automatically wake the application on the customer's device as soon as you send them to ensure real time communication of data.

Once the data is returned by the customer's device there are various ways for your organisation to retrieve it. These are:

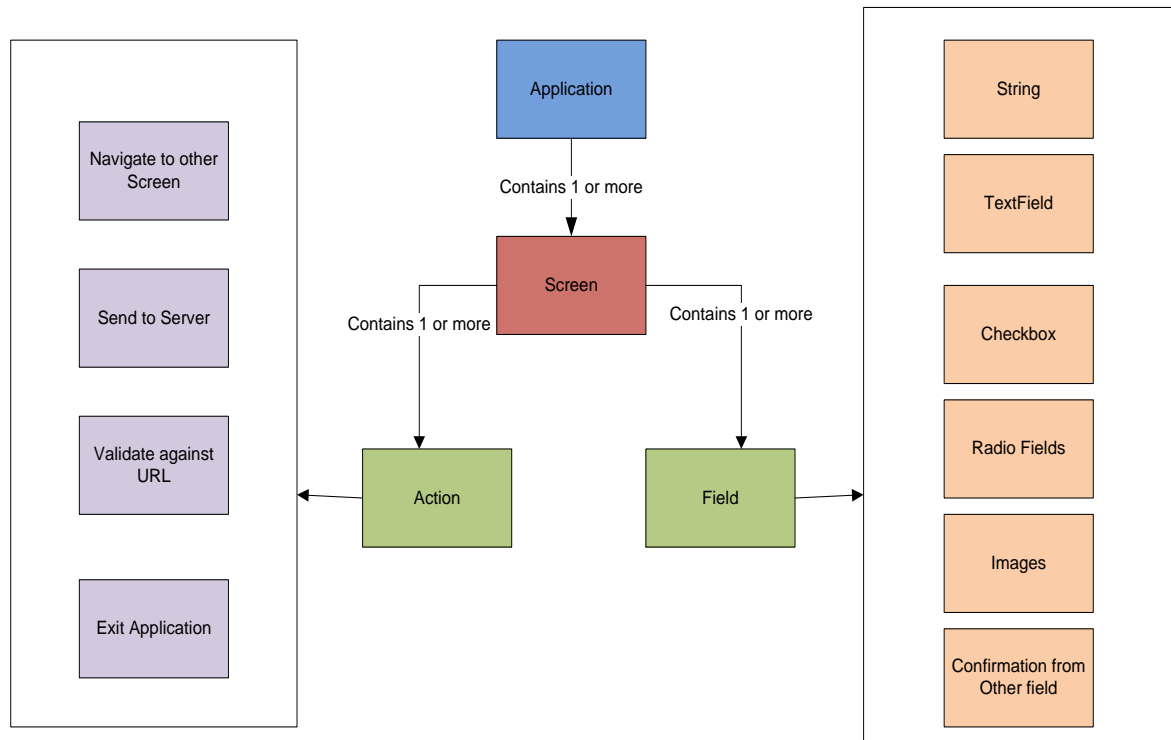
Setup a call-back URL for the data to be automatically sent to your organisational systems once received from the mobile device.

View the responses online and download if required in either csv, excel or pdf formats.

Retrieve responses through our web services API

The option is also available to you when modelling your applications for these to be made resident on your user's mobile devices for purposes of data gathering at any time.

The following diagram shows the structure of your mobile applications that can be sent to you customers via our messaging interface:



Take a test drive today to see the power of what Tranzmorphic can offer. Log in at <http://www.tranzmorphic.com/tm/> with the user demo@user.com and a password of demo and take a walk through our feature rich interface.

Can you give me examples of what Tranzmorphic can be used for?

Tranzmorphic provides a number of template applications for you to browse and clone to get you started. Once cloned you change amend these applications to fit your requirements.

View our [Mobile Showcase](#) that gives you a simulation of some of our pre-created templates.

The table below shows some of the available templates from which you can clone and customise:

Template Type	Description
Gathering of information	Lets you gather information from your workforce or customers. These gathering types can include : <ul style="list-style-type: none">• Gathering personal information• Gas/Electric/Water meter readings• Gathering question information
2-Way Information	You can send information to your customers that require responses that can be gathered
Authentication Services	You can request primary or secondary authentication of users details using our secure service
Secure Messaging	Sending of secure messages or sensitive information to ensure this is only viewed by the correct person
Complex Application Structures	Complex screen structures for gathering and sending of information with multiple screens and fields

We will keep this updated as further templates are promoted to our mobile showcase.

What mobile phones do Tranzmorphic support?

Currently Tranzmorphic is available for the majority of handsets by the major manufacturers that support Java. These manufacturers include:

- Alcatel
- Motorola
- Nokia
- BlackBerry
- Sagem
- Samsung
- Sharp
- Sony Ericsson

If the particular device of your customer is shown as not supported when an install is initiated this will come to our attention and we will look to add support for this type of device as soon as possible and notify the customer of its availability.

We are always increasing the support available and within the coming months we will add the following devices:

- Windows Smartphone
- Windows Pocket PC
- Apple Iphone
- Android devices (when available)

What will Tranzmorphic cost me to use?

You can register for Tranzmorphic and start creating your users, customers and applications at no cost whatsoever.

The only charges we apply are for pre paid messaging credits that allow the sending of data to the mobile devices of your customers. When you first sign up we will credit your account with 10 free credits to get you started.

The current messaging costs are £0.25 per credit and if you purchase these in bulk we will apply the following discounts:

- 5000 - 10000 credits 5% discount
- 10001 - 100000 credits 10% discount
- 100001 - 1000000 credits 15% discount

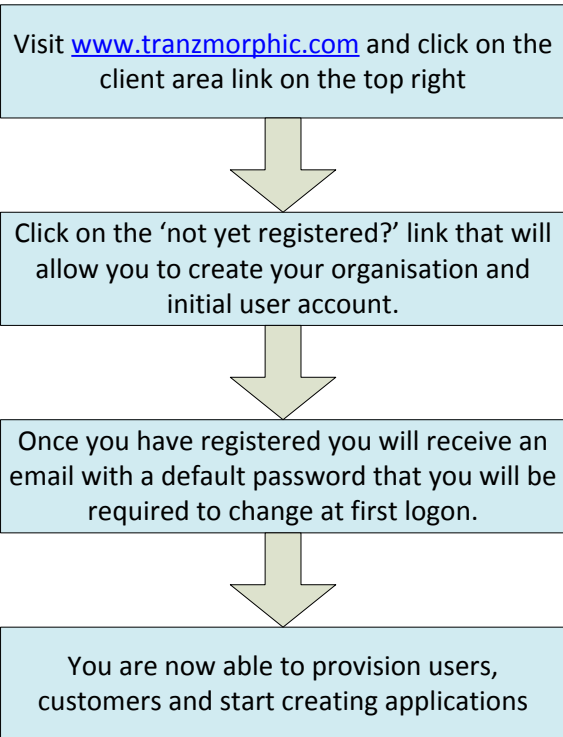
For each application message that you send to your customers we will deduct the credit cost from your account. The amount of credits we charge for each message is dependent upon the customer's account type. The following table outlines the credit charges:

Service Type	Credit Cost
Periodic pull of messages	0.5 Credits
User initiated pull of messages	0.5 Credits
Push messages plain	1 Credit
Push messages encryption	1.5 Credit
Push messages metamorphic encryption	2 Credits

This makes the Tranzmorphic solution completely cost effective and the payback to your business will be instantaneous.

How do I get started to use Tranzmorphic?

Getting started with Tranzmorphic is easy. Follow the steps below and you will be up and running and able to use the service



Each page within the Tranzmorphic system has a help associated with it. This will ensure that you will have guidance at every step of the way.

We also have a number of video tutorials available via the [tutorial](#) link on the Tranzmorphic home page.

Feedback and further services

We are always looking to improve our services and functionality available. If you have any comments, questions or enhancement requests please contact us by emailing contactus@tranzmorphic.com or calling us on 0845 467 1254 within the UK or 44845 467 1254 from any other location and we will help you in any way we can.

If you would like us to assist you with modelling your business services and data or advice on best ways to interact with your customer base we are able to offer our professional services and will be able to provide you with our pricing upon request.

The following diagram shows some of the additional services that Tranzmorphic can offer.

