



The Challenge

Communication Overload!

Today's business environment demands quick response and efficiency more than ever before to meet rising customer expectations and maintain competitive edge. Mobile phones and PDAs have met this increasing market need for over a decade. However, growth of mobile device use for all modes of communication has created new productivity problems. The sheer volume of messages and calls handled from a business user's mobile device has made it increasingly difficult to prioritize and take action. The end result is users constantly checking messages or missing critical messages that required immediate response, neither of which are tolerated in today's environment. In addition, companies have little control over how staff or workgroups deal with this issue and cannot consistently ensure performance objectives are achieved and compliance guidelines are met.

The Solution

WebMessenger Message Alerts™

WebMessenger Message Alerts allows end users and group administrators to define custom filters and alert rules that are automatically applied to all incoming email, SMS messages, and phone calls. Message Alerts manages and controls communications on mobile business devices.

Standard Edition

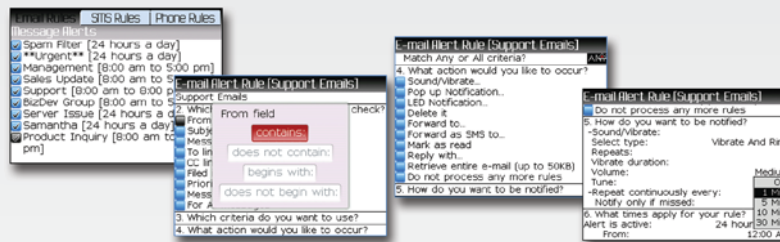
Client-only solution providing individual business users with custom alerts through user-defined rules on all incoming email, SMS, and phone calls

Enterprise Edition

Client/server solution that provides central management, push, and backup of rules to specific users and/or workgroups

Compliance Edition

Client/server solution that adds outbound message filtering and alerts to stop violation of corporate policies in its tracks – at the device, before it hits the server

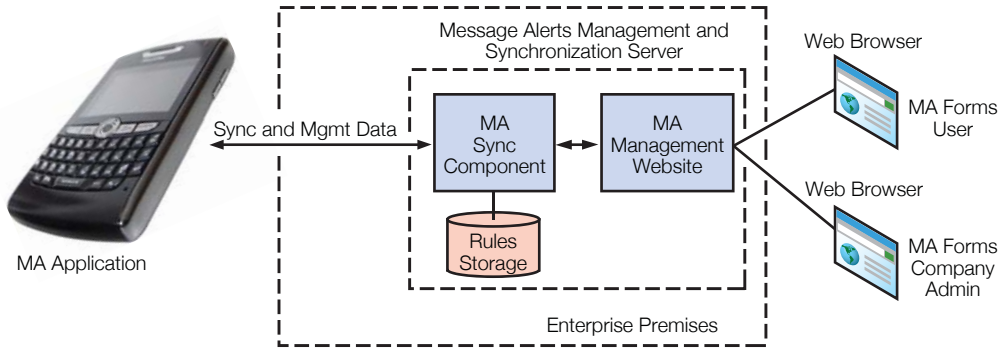


Key Features

- Trigger alerts off any one or multiple attributes of email, SMS, or phone calls
- Define custom popup messages, vibrations, and audio notifications, with custom and downloadable ringtones and continuous alerts
- Control time of day and week when alerts are active
- Forward or delete emails automatically
- Immediate alerts work regardless of application in use or phone sound profile

User Benefits

- Tighter communications between workers and management
- ASAP response/resolution time for network failures
- Improved response time for support center and emergency response teams
- Instant notification of breaking news to field journalists
- Immediate alerts to healthcare professionals when crucial patient data is in
- No more need for constant message/email checking – busy professionals get their lives back



Specifications

Clients

BlackBerry RIM OS4.X
Windows Mobile Version 6

Administrator Server

Windows Server 2003 or
2003 with Internet
Information Services (IIS)

Specific Features

Standard Edition

Inbound Email Alerts

Custom email alert rules based on one or more attributes, including contacts, subject, content

Inbound SMS Alerts

Custom SMS alert rules based on one or more attributes, including contacts, content

Inbound Caller Alerts

Custom incoming phone call alert rules based on Caller ID

Customizable Alerts & Notifications

Actions, including persistent popups, special ringtones, customized vibration, repeating alarms, required acknowledgement of notifications and more

Actionable Alerts

Important messages automatically redirected to other key team members, groups, or management

Custom Audio

Built-in MIDI tunes with option of importing new MIDI, MP3, and WAV melodies

Background Operation

Runs in background of user's mobile, automatically launched with OS

Enterprise Edition adds:

Web-Based Management

Secure web-based enterprise account management for administrators, end user account management

Central Rule Creation

Account administrators create and assign rules globally to groups and individuals

Rule Push and Control

Account administrators can push rules to user base, lock down or auto-update rules

Directory Integration

Synchronizes with LDAP, Active Directory

Backup

Automatic backup of rules or changes made on devices

Compliance Edition adds:

Outbound Message Filters

Alerts senders to outbound emails or SMS messages that violate corporate policies before sent from device

Accidental Reply-All Protection

"Reply All" alert requires confirmation before sending email

Auto-Forwarding

Messages in violation can be automatically routed to company's compliance team

About CallWave

CallWave is a leading provider of Internet and mobile based unified communications solutions. These solutions allow today's mobile professional to communicate and collaborate from anywhere and from any device. They are designed for businesses of all sizes and can be fully integrated into existing business enterprise tools and applications.

CallWave's **WebMessenger**, provides mobile real-time presence, VoIP and collaboration products for enterprises and employees on-the-go. The company's offerings - compatible with all leading IM networks, mobile devices and platforms - set the industry standard for IM connectivity, OCS interoperability, mobility and security.

Founded in 1998, CallWave is a publicly traded (NASDAQ: CALL) company headquartered in San Francisco, California with offices in Santa Barbara, California and Sofia, Bulgaria.

WebMessenger®

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