

Pyxis Mobile from AT&T

Pyxis Mobile from AT&T delivers innovative wireless applications that drive productivity and accelerate growth. Pyxis Mobile solutions are used by mobile professionals to extend critical business data from internal enterprise systems to the mobile device of their choice. With Pyxis Mobile Application Studio 7.0, enterprises can create applications that mobilize their employees, empower their business partners, and project their brand to their mobile consumers with a combination of a stunning user interface and enterprise-grade connectivity to business critical data.

Pyxis Mobile's enterprise application platform (MEAP) is composed of three core parts:

1. App Studio, the company's proprietary development environment
2. Mobile middleware that manages data integration and exchange, security, connectivity and other essential functions
3. Native applications that integrate fully with Windows Mobile 6.x, BlackBerry, iPhone and Android devices

App Studio

App Studio is a WYSIWYG development environment that enables the development and management of multiple mobile applications.

Connect to Data

Pyxis Mobile offers over 100 pre-built plug-ins and connects to many of today's most popular database management, CRM, ERP, BI and hosted solutions. Where standard solutions don't apply. With App Studio, users can also execute common data management tasks such as database joins, filtering and formatting.

Applications and Workflow

Designing applications is a visual, drag-and-drop experience. The GUI interface allows users to drag data elements from any source onto the workspace and create screens with a single click. Joining databases and screens is as easy as clicking and drawing a line between the graphical icons. In addition to building applications, users can create multiple workflows that funnel smartphone users into a custom built experience based on their authorization credentials.



Configure Screens

Using the features available in App Studio, users design screens to their own custom specifications. Users can integrate data from multiple sources, both internal and external, and define the user interface, format, graphical layout and custom actions like "tilt" and "shake".

Native Applications

Once configured, applications run natively across BlackBerry, iPhone, Android and Windows Phone devices. As native applications, they integrate fully with the device OS, enabling many complex functions like click to dial, click to map, click to email, LBS services, and camera usage.

Updating Applications

Updating applications occurs in real-time. Changes made to an app in Application Studio are automatically loaded on users' devices upon log in.



Mobile Middleware

The application that users see on their devices is only the tip of the iceberg. Pyxis Mobile's middleware handles many operations that are essential to the proper functioning, data integration and security of mobile applications. The following list includes many of Pyxis Mobile's commonly accessed middleware features. A complete inventory of middleware capabilities is available in the technical product documentation:

- Data integration
- Complex authentication
- Cross-platform deployment
- Offline access
- Data validation
- Data encryption
- Asynchronous messaging
- Keyboard/trackball/touch input
- Screen resolution management
- Transaction logging & audit trail
- GPS and camera support
- Usage reporting
- Localization and language support
- Image management
- UI Styling and branding
- Plug-in SDK

Native Applications

Applications configured in App Studio are deployed as native applications on iPhone, BlackBerry, Android or Windows Mobile smartphones. Rich, native client applications take advantage of the devices' feature sets including native calendar integration, GPS, audio and video players, as well as the exciting and individualized features of each OS, from iPhone "shake" feature to the use of trackballs on the BlackBerry.

Target Industries

- Financial Services
- Education
- Business-to-Business
- Business-to-Consumer

Features for Mobile Solutions

- On-premise server integrates with enterprise applications, behind the firewall
- Pyxis Mobile application Studio 7.0 allows organizations to configure mobile applications once and deploy to many device platforms, without coding
- Supports Windows Mobile, BlackBerry, and iPhone. Android is coming soon

Potential Benefits

- Design, build, and deploy mobile applications to enhance customer experiences
- Mash-up CRM, maps, and business analytics information into applications designed for employees' wireless workflows
- Create composite mobile applications from disparate enterprise data sources (enterprise-grade mobile application platform)

Data Integration

Pyxis Mobile's Mobile Data Manager (MDM) in conjunction with App Studio enables complex data integration. Pyxis Mobile offers over 100 pre-built plug-ins and connects to many of today's most popular database management, CRM, ERP, BI and hosted solutions. Where standard solutions don't apply, Pyxis Mobile can develop plug-ins for a client's enterprise data sources including custom built and legacy systems.

Once a data connection is made, it is available for use in any application built on Pyxis Mobile's platform. Automatic data mapping enables rapid importation from data sources. The graphic user interface enables data filtering, joins and other standard manipulations are done without the need for coding or additional plug-in development. Data is assimilated on the client's back-end server, maintaining the integrity of existing firewalls with no changes to IT security.

For more information contact your AT&T Representative or visit us at www.att.com/business.

Important Information

Coverage not available in all areas. Qualified AT&T wireless data service and compatible device required. Wireless service is subject to transmission, terrain, system, capacity and other limitations. Availability, security, speed, timeliness, accuracy and reliability of service are not guaranteed by AT&T. When outside coverage area, access will be limited to information and applications previously downloaded to or resident on your device. Additional hardware, software, services and/or network connection may be required. Pyxis Mobile from AT&T includes wireless service from AT&T and services provided by Pyxis Mobile Inc. Pyxis Mobile from AT&T is subject to Pyxis Mobile's additional terms and conditions, including without limitation its software license. Such terms and conditions can be viewed at http://pyxismobile.com/ATT/ATT_Secure/secure.aspx. AT&T's wireless service is subject to the applicable service agreement, rate plan and feature brochure(s), and coverage map(s). See applicable materials for details. Additional charges and restrictions apply. Offer subject to change.

