



RAM MOBILE DATA

VISION STATEMENT

RAM Mobile Data's aim is to enable companies to improve their business management and competitive position. We do this not only by offering new technology, but most importantly, by delivering new services and possibilities.

Knowledge through Communication

Mobile wireless data communication is affecting the information society and business processes. The information society brings governments, businesses, institutions and people closer together. They have more frequent and effective contact, and are better informed about each other. This new society is constantly evolving. Vision directs the course and technology facilitates progress. The ultimate goal is an ever widening horizon of possibilities. The developments know no boundaries, only horizons.

The developments taking place in the information society are mainly concerned with the intensification of knowledge through communication. General knowledge, but also specific knowledge: a company's practical knowledge about its suppliers, staff, clients, systems and products.

Strategic Information

The importance of Information as a guide and strategic factor in business management is steadily increasing. Where previously there were walls, there are now windows: thanks to new technology, internal company information can be made available when it is needed to fulfil company objectives. It is accessible to company staff, regardless of their location, and to clients, suppliers and others concerned as well. The company's relationship with this environment is intense and continuous. A company's ability to react quickly and efficiently to the opportunities and threats offered by the market represents an added value. The market – from client to competitor – demands this. It also contributes to business efficiency, lowering costs, increasing turnover and improving quality levels.

Mobile data communication is not only essential to business efficiency, but also to business management, because the use of wireless data communication also often signifies a change in business processes. Re-designing such processes then becomes a strategic activity.

The Value of Mobile Data Communication

Communication and information distribution methods may vary. This should be allowed to take place in the changing environment, at odd times and from all sorts of locations. There is a need for fast information distribution, where distance is no longer significant, and where time and space serve quality and productivity.

Language can lead to confusion if the information is too diverse and voluminous. This is certainly the case in an environment in which the distribution of knowledge and goods is becoming more finely meshed; more finely meshed because the available volume of information is larger than ever before, and because of the increased importance of the business-to-consumer segment. Data communication, i.e. the distribution of data, does not suffer from this limitation.



Data communication brings about higher business efficiency. The transfer of knowledge is faster and more precise. Strategic stock management is optimized, administrative processing is more effective, and agreements are more accurate. The Babylonian confusion of tongues is overcome, allowing people to understand one another, and businesses to thrive.

Vision of Services

The technology of mobile data communication forms the basis of new services and possibilities. These services change the images of businesses as well as streets. They stimulate economic growth and development. They are employed to reduce costs, increase turnover and improve quality, and are open to large as well as small users.

What is – and will be – technological practice?

At present, there are more than enough wireless technologies available for companies to implement new and innovative work, practices which enable them to offer different and improved services. RAM Mobile Data is expert in, and has access to these technologies. RAM Mobile Data controls its own mobile network based on Mobitex, a packet switched network technology, which has proved itself to be very appropriate for business applications where time is a critical factor. Our own connections to GSM networks ensure that SMS applications can be provided, and GPRS (General Packet Radio Service), also packet switched, is also supported. GPRS is mainly used for fast, mobile, wireless internet and e-mail. Finally, UMTS (Universal Mobile Telecommunication System), will increase transmission speeds even more in the future, and with aids such as Bluetooth, user friendliness will continue to improve.

Track & Trace services will optimize the transport of people and goods. Parking meters can be read from a distance with the help of radio modems. Underground detection loops will support the parking strategies of large cities. Companies with a field organization get better in sight on their employees. Pumping stations, pumps, aggregates, fluid tanks, silo's and numerous other installations can be monitored wirelessly. Dutch companies will need to be prepared for competition with other member countries in a free European transport market. Top service with the help of mobile data communication will be the deciding factor. But the employment of SMS applications in marketing also teaches companies to have better contact with their clients, and is the basis for innovative new services.

Service and co-operation

The more advanced the technology or system, and the greater the dependence on it, the more important supporting services become. That is why RAM Mobile Data is developing increasingly into a service centre. Consultancy and project management are playing an ever more important part. The RAM Navigator Center is specifically equipped to control mobile applications, gateways, mobile network links, and safe internet connections.

This strategic orientation distinguishes RAM Mobile Data from other players in the same marketplace. Co-operative business relationships are essential to stimulate the integration, and thereby the development, of knowledge and technology. RAM Mobile Data works closely with partners who excel in, or possess expertise relevant to, the wireless data communications market. They are the Solution Providers.



Company Qualities

RAM Mobile Data is an alert, client friendly and personal company with a young and dynamic culture, but with the financial backing of a large organization. This is one of a number of factors that make it possible to invest in new technical developments.

The organization has a business culture whose principles include reliability, experience, flexibility, creativity and involvement. These are the qualities required for further growth and the development of services and technologies.

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PROFILE

RAM Mobile Data is a completely independent, specialised provider of products and services for wireless data communication, and also controls the Mobitex-network, the first packet-switched network for time-critical commercial applications. From an independent position RAM Mobile Data supplies solutions based on Mobitex, GPRS and UMTS. RAM distinguishes itself by providing professional services as consultancy, project management and technical support. Our own Navigator Centre manages an increasing amount of applications, gateways and platforms from customers.