

Go back to manual invoices? No Way!

Customer Profile

Pure Mountain Water
Burleigh Gardens, Queensland

Growing at a rapid rate of knots, Pure Mountain Water supply bottled water to retail outlets, the business community and consumers from Brisbane to Kingscliff in NSW.

They have recently implemented Profitlink's mobileezy software to allow their drivers to produce invoice data on-the-spot and to expedite the capture of invoice information into their systems.

"Even though we have only been using this solution for a short period of time, the benefits we are seeing are absolutely fantastic!" exclaimed Heather Fewings,



Administration Manager.

Pure Mountain Water get their drivers to hot sync their PDAs at the office at the end of each day, and their invoice, sales and customer records are automatically - and instantly - updated in their internal accounting systems, providing the

management team with accurate information for stock provisioning and forecasting.

"The time savings alone make this an absolute winner. But there are so many more benefits. The mobileezy software helps facilitate faster growth and expansion - without the normal logistical headaches" continued Heather.

"Implementing the software was a breeze! The staff are extremely helpful and supportive, regardless of how silly your questions are. Profitlink made the process fast, simple and hassle free!

"Go back to manual invoices? No way! We love mobileezy. You're not getting it back!"

mobileezy news

Powered by Profitlink
February 2006

In this edition

We review the new Palm TX
New PDA statistics show 32% surge
Profitlink announce record results
Interview with Pure Mountain Water
Changing printers in mobileezy



 software tips

Selecting or changing printers in mobileezy

Software Tips

mobileezy products support a variety of printers, including thermal docket printers (Datecs PP-50/PP-55 and Citizen CMP-10) and infra-red A4 printers (Canon and HP).

These printers are supported directly by mobileezy - no other printer software is required. Palm OS devices can support other printers using the Stevens Creek PalmPrint software and Pocket PCs usually come with mobile printing software.

To select a printer for your mobileezy application:

1. Go to your mobileezy front screen and tap on the highlighted product name at

the top left of the screen (mobileezy Business, mobileezy Business Plus, Profitlink III, or mobileezy Enterprise).

2. Select Setup and Preferences.

3. Tap on the black triangle to the right of Printer Type (see figure 1 below).

4. Select the appropriate printer from the list and tap OK (see figure 2). Please note that the printer list varies from product to product and from customer to customer.

You're done! You can now print to the printer you have selected. Changing printers can be done at any time simply by repeating this process.

Notes:

- > Select Datecs PP50 for both Datecs PP-50 and Datecs PP-55 models.
- > Canon i80 is also used for Canon i90, and may work for earlier Canon BJ printer models.
- > The generic types (Docket and A4) are used with your handheld's printer software for printers not otherwise specified on this list.

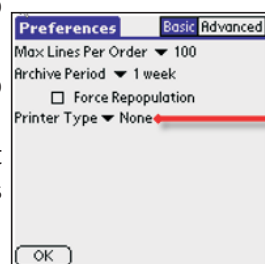


figure 1.

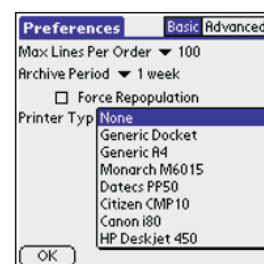
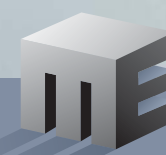


figure 2.



Palm TX

Hardware Review RRP: \$499



additional memory or removable storage (product catalogues for example).

Key software includes all the usual PIM applications for agendas, contacts, calendar and task management. DataViz Documents To Go 7 Professional is also bundled allowing you to create, view and edit native MS Word and Excel files without converting. You can also view PowerPoint presentations, but not edit them.

With both Bluetooth and WiFi, the TX offers features normally only seen on \$1000+ handheld units, but at half the price. The large colour display makes both work and play a pleasure, while the roomy 128Mb of flash memory and responsive processor keep up with the demands of both worlds. If you are seeking a user-friendly, connected and great value for money PDA with the power to handle mobileezy software, Office files, photos, MP3s and videos, this release should top your decision list.

The new feature packed Palm TX is currently **the least expensive PDA offering both Bluetooth and WiFi on the market**. Other features include a massive 320 x 480 pixel 65,000 colour high resolution display (switchable to landscape mode) and a 5 day battery life.

The TX uses the same slim design as previous popular Palms, and measures 120mm x 78mm x 15.5mm and weighs only 149 grams. It can play videos, show photos and connect to the Internet for web browsing, email and instant messaging using WiFi (in the office, the airport or on the road using WiFi hotspots) or a Bluetooth phone as a modem.

The TX hardware specifications are generous - 312 MHz Intel PXA270 processor with 128 MB of non-volatile flash memory, of which over 100 MB is user accessible. It also features a SD/SDIO/MMC expansion slot for adding

PDA numbers up

New Gartner statistics

According to a new report by Gartner, worldwide shipments of PDAs totalled 3.6 million units in the third quarter of 2005, a 32% jump from the same period last year. The market is now on track to reach 15 million units shipped by the end of 2005. The totals do not include smart phones.

Gartner analyst Todd Kort said: "Wireless PDAs are increasingly seen as an adjunct or alternative to notebook computers."

On the local side, PDA shipments in Asia Pacific grew 24.7 per cent for the same quarter with 402,000 unit shipments as more and more businesses look to PDAs as business tools, and as PDAs themselves cater to differing markets.

It's terrific to see businesses of all sizes getting a benefit from the solutions we offer... but it's even better to hear them tell so many others about it!

Mr. Nunzio Giunta
Managing Director of Profitlink



Leaps and bounds - the year in review

What a year!

Profitlink, the company behind mobileezy, have enjoyed their **greatest growth year in history in 2005, with a staggering 300% increase in customers**.

mobileezy is the PDA invoice, order, quotation and delivery software, created to automatically and seamlessly synchronise pricing, quote, sales, delivery, invoice and customer data between multiple handheld computers used on the road and head office accounting systems. mobileezy integrates with MYOB, Attache, Sybiz, Pronto, MFG Pro and other accounting software.

"As more businesses become aware of the benefits of mobileezy, we are seeing a massive increase in number of customers using our products" said Mr. Nunzio Giunta, Managing Director of Profitlink.

"It's terrific to see businesses of all sizes -

from Golden Circle and Parmalat to small single operator businesses - actually getting a benefit from the solutions we offer ... but it's even better to hear them tell so many others about it!

"Word-of-mouth has been a significant contributor to our growth, and we sincerely thank our customers for their support, recommendations and referrals."



Officeworks, Palm & mobileezy

Also contributing to the explosive growth was the introduction of retail promotions during June 2005. Officeworks, Palm and Profitlink teamed up to bundle mobileezy Business with selected Palm handheld PDAs available through

Officeworks stores nationally, and promoted both instore and in catalogues. The first collaboration proved so successful that a second was promptly organised for October.

During both promotions, customers were asked if the software bundle influenced their purchase. **An impressive 46% responded that it definitely did influence their buying decision.**

"These promotions surpassed our wildest expectations, and are something we're keen to continue exploring" said Nunzio.

"They are the first steps we are undertaking to see new entry level mobileezy products distributed through retail channels.

"People are looking for business software to help streamline their operations and minimise administrative costs. Our products do just that. The challenge has been communicating that to businesses.

"Retail promotions for entry level products help increase user awareness, extend our market reach, and help us afford additional resources to continue growing our existing and new products".

Looking forward

As a company, Profitlink has an exciting year scheduled for 2006 with many new happenings on both the product and marketing fronts coming to fruition. We look forward to sharing more information with you over the coming months.

For further information on our products, services, or this newsletter, please contact us on 1800 883 313