

# Mobility features and details

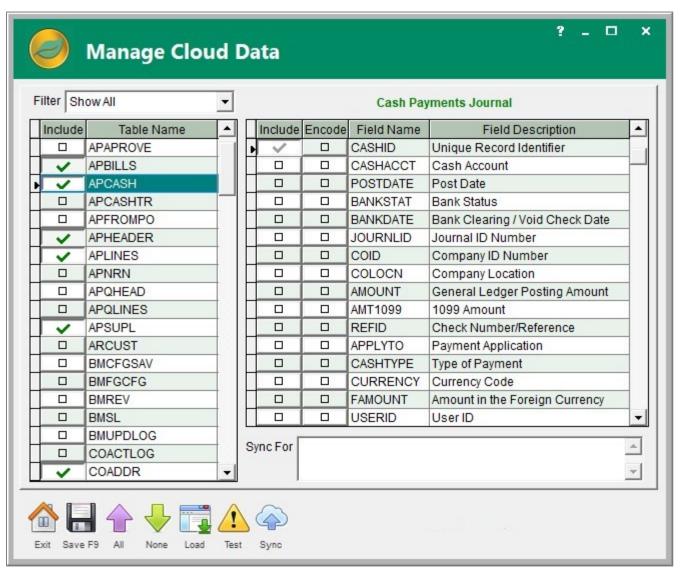
#### ALERE® BUSINESS APPLICATIONS

The Mobility module manages the ALERE interface to mobile devices through the Cloud. It helps to support web development by controlling which ALERE data is uploaded for HTML programs to use and keeps it that data synchronized on a periodic basis.

The module consists of the following components:

#### Manage Cloud

There are a large number of tables serving many different functions in ALERE. Each of those tables consists of many individual fields containing specific pieces of information stored by the software. A data dictionary lists those tables, what their functions are, the fields that make them up, and what information they contain.



A company may selectively choose the data it wishes to publish to the Cloud for a particular purpose on a data table by table and field by field basis.

The data can be further refined by adding code that can limit the data being published from the tables and fields. As an example, inventory could be filtered to show new inventory items, with the accompanying images, that were received in the last six weeks. This could then be used to keep new arrivals updated on a web site.

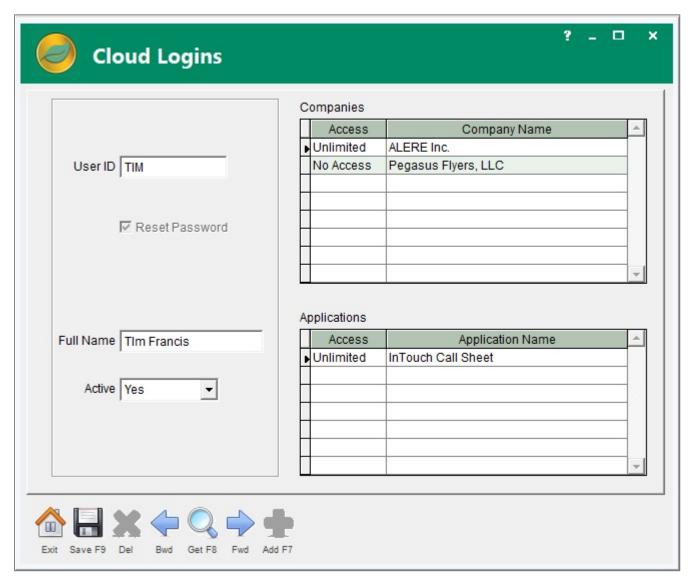
Each set of choices may be named and saved for publication.

The data can be automatically synchronized with the Cloud in time intervals ranging from every five minutes up to every twenty-four hours. The data may be also updated manually at any time.

## **Cloud Logins**

Login options permit access to cloud data using the native login security in ALERE.

The security makes a distinction between ALERE companies and ALERE data that has been published to the Cloud to support applications.



The security may extend beyond company employees to anyone to whom a company desires to extend permission who may be using custom apps to access the Cloud data. An example might be an app that allows customers access to the status of their jobs in manufactucturing or the shipping date on sales orders they have placed.

### InTouch Call Sheet App

Developed by TIW and free for download is the *InTouch Call Sheet App* (application) for a smart phone or tablet. This mobility app provides access to real-time company sales information via the Cloud making your ALERE InTouch contact

manager, and all of its resources, always available. With it you have company and contact information, order status, call sheets and maps...all accessible while you are away from your computer at the office!

The control extends to allowing all the sales information to be viewed, limiting it to only those on your sales team, or filtering the material for which you are the sales person.

Envision yourself in front of a customer and they ask about the status of an open order. Using your smart phone or tablet and the ALERE InTouch app, you can look up the order, tell them that (if) it has shipped, and, if so, the date it went out the door. You can even view the details of the order right down to the line items.

As information changes and is updated back in your office, the Mobility Module automatically synchronizes the data with the data that has been placed in the Cloud. Your contact and sales information is up-to-date whenever you do an inquiry or browse for information.

As TIW develops additional apps, they will be made available or, if you are an experienced user, your own custom apps can be developed for use.

## **Mobility Benefits**

Nowadays, almost every company has a web presence in the Cloud. It may consist of a web site, catalogs, and perhaps an online store. Web developers can capitalize on the Mobility Module by using its facilities to both publish and keep updated ALERE data to the Cloud in a MySQL format.

The Mobility module solves the challenge of keeping timely sales information available to your sales force using mobile devices and by supporting the tedious task of keeping your company's web presence up to date!





