

MOBIEN TECHNOLOGIES TO PROVIDE INOTIFY, A CELLPHONE-BASED SALES FORCE SOLUTION

Tech firm, Thai co strike deal

Nilanjana Ghosh Choudhury

Pune-based software solutions provider Mobien Technologies has recently clinched a deal with Advance Info Services (AIS), one of Thailand's largest cellphone operator to provide cellphone-based sales force solution for its corporate clients using a mobile application called iNotify.

The deal which was finalised in March would see AIS making the solution available to all its corporate customers, especially the small and medium enterprise (SME) segment using Enterprise Resource Planning (ERP) on mobile platform.

"iNotify is a mobile interface that enables companies connect the sales team and dispatch teams to transact with central ERP in real time. It can help sales professionals pass important details and documents to the company's main ERP system from the remotest of areas in 10 seconds. This is an application that can work on any mobile application and platform," said chief executive officer Mobien Technologies Ajit Gokhale.

Considered to be the only product which works on all mobile platforms, Mobien Technologies was awarded the GS Parkhe industrial merit awards, instituted by the

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Mahratta Chamber of Commerce Industries and Agriculture (MCCIA) last year.

The company may also strike a deal with mobile operators in Malaysia and Indonesia. "We have almost finalised deals with Indosat in Indonesia and Maxis in Malaysia. The announcements would be made next week," Gokhale said.

In India, the company has already locked a deal with Idea Cellular and is also talking to Bharti Airtel.

In the non-telecom space, the com-



(From left) Anand Parkhi (chief operating officer), Vinay Bhide (VP Engineering), Suhas Kale (chief technology officer) and Ajit Gokhale (chief executive officer & founder of Mobien Technologies).

pany has clients like Bajaj Auto Finance, Dr Reddy's Laboratory and ITC. Mobien is also working with two other companies in Thailand. While one is a facility management company with 35,000 people, the other is a pharmaceutical company with a sales force of over 900.

Developed in 2006, the iNotify device is connected to the central ERP and can reduce operative cost and

operational efficiencies amongst people on the field.

Moreover, it does need any network back up. "At a time when companies are cutting costs, products like iNotify can be of great help as it not only saves time but also cuts operational costs," Gokhale said.

The company, which obtained an Indian patent for the same, has now applied for a US patent to enter the

Useful during terror attacks

While iNotify is now gaining ground globally, the R&D team at Mobien Technologies has developed MSOS, a unique application that can be used in crisis situations like terror strikes or accidents. MSOS is an application wherein a particular key on the mobile is configured and connected to a central server or any other mobile. One has to press the key and the application through GPS automatically tracks the person and his location and informs a connected mobile.

US market. "We are talking to T Mobile, one of largest mobile operator in the US which would market iNotify through Google Android," said Gokhale.

Android is a software platform and operating system for mobile devices, based on the Linux, and developed by Google and later the Open Handset Alliance. The deal with T Mobile is likely to be signed by middle this year.

Water closure in most city areas tomorrow

Water pressure will be low on Friday too

DNA Correspondent

Most parts of the city will have no water supply on Thursday due to repairs at Parvati water works.

The water pressure would be low on Friday too. The Pune Municipal Corporation said on Thursday the supply will be affected in peth areas, Dattawadi, Rajendranagar, Lokmanyanager, Deccan, Shivajinagar, Swargate, Parvati, Mukundnagar, Sahakarnagar, Padmavati, Satara Road, Bibvewadi, Taljai, Katraj, Dhankavadi, Karve Road, SNDT, Law College Road, Kothrud, Dahanukar Colony, Prabhat Road, Gokhale Nagar, Chatuhshrungi, Pashan, Aundh, Baner, Bavdhan, Chandni Chowk, Khadki, Ashoknagar, Range Hills, Warje Malwadi, Ramnagar, Pune Mumbai Road, Yerawada, Gandhina-



gar, Jail Road, Tingrenagar, Vishrantwadi, Alandi Road, Sangamwadi, Maharashtra Housing Board, Sanjay Park, Kharadi, Chandannagar, Wadgaon Sheri, Hadapsar, Mohammedwadi, Kale Padal, Sayyadnagar, Solapur Road, Ramtekdi, Hadapsar Industrial area, Magarpatta, Sopanagar, Satavwadi, Gondhale Nagar, BT Kawade Road, Wanavdi, Fatimanagar, Lullanagar, Kondhwa area, NIBM Road, Salunke Vihar, Koregaon Park, North Main Road, Tadiwala Road, Bund Garden Road, Sassoon Hospital area and Mula Road.

Vans to facilitate blood donation in rural areas

The fully air-conditioned van is equipped with four small in-built mobile refrigerators for storing blood bags

Mohsin Mulla, KOLHAPUR

The State Blood Transfusion Council (SBTC) has given a blood donation campaign van each at Mumbai, Nanded and Kolhapur. The vans facilitate blood donation at any place.

The van at Rajarshi Chhatrapati Shahu Maharaj Government Medical College in the city became operational from Tuesday on the occasion of World Health Day.

"The SBTC has modified the Tempo Travellers for the purpose, each costing around Rs10 lakh," regional blood transfusion officer Shaileshkumar Mane told DNA.

The fully air-conditioned van is equipped with four small in-built mobile refrigerators for storing blood bags, with each refrigerator having a capacity of storing 50 blood bags.

"The van is extremely helpful in remote places," Mane said. The refrigerators are battery operated, while the van itself has a generator.

Mane said blood donation can now be held at any place. "During an emergency, many times, we can't find a proper place to collect blood from people," he said.

"The annual pilgrimage of Jotiba has begun. To take advantage of the pilgrimage, we have sent the van to Jotiba hill," Mane said.

Two persons can simultaneously donate blood sitting inside the van.



The blood donation campaign van became operational in Kolhapur from Tuesday.

Shaileshkumar Mane

regional blood transfusion officer

The van is extremely helpful in remote places. The refrigerators are battery operated, while the van itself has a generator."

It has separate chambers for the donors, staff and the driver. "The van can accommodate seven people at a time," Mane said.

The blood bank under the medical college collects 8,000 blood bags annually. "With the help of the vehicle, we can hope for more collection now," Mane said.

Contractor's kidnap: PCB panel will probe charges

Citizens demand recalling of the tender for the pay-and-park scheme

Nadeem Inamdar

The Pune Cantonment Board (PCB) has appointed a one-man committee to probe the alleged kidnapping of a pay-and-park contractor from the board's premises recently.

A section of the citizenry led by advocate Netraprakash Bhog has demanded the board to make the committee report public.

He also demanded that the tender for the pay-and-park scheme should be recalled, as 'muscle power' was used in the process.

Chief executive officer (CEO) of the board, DK Malik said, "We have formed a one-man committee to probe into the allegations of kidnapping. Right now we don't know the nature of charges and how serious they are. The report will be tabled before the board in a day or two and suitable action will be taken."

The board office had witnessed high drama last fortnight when the present pay-and-park contractor Ravi Shendge was whisked away by some persons to an unknown location.

He had come to fill the tender form, the process for which began at 11 am and continued till 4 pm. Shendge was released only after the tendering process got over in the evening.

The contractor had lodged a complaint with the new PCB president Brigadier Rajbir Singh and general officer commanding-in-chief of Southern



The pay-and-park contractor Ravi Shendge was allegedly kidnapped by unknown persons when he had come to fill the tender form. He was released after the tendering process got over.

Command, Lt Gen Pradeep Khanna. The issued led to a furore in the recently held special meeting of the board.

Brigadier Singh took a serious note of the issue and asked the board to appoint Colonel MV Patrick - one of the nine nominated members in the cantonment board - to investigate the matter.

Reacting to the development, Bhog criticised the board administration for being lax over the issue. "Ever since the elected members

DK Malik

CEO, Pune Cantt Board

The committee's report will be tabled before the board in a day or two and suitable action will be taken"

have come to power, they have been issuing threats, resorting to extortion and kidnapping. The PCB should disclose the names of all those who were behind the alleged kidnapping of the contractor."

He said the Southern Command headquarters should initiate a process to ensure that criminal elements are brought to book at the earliest. The army authorities should crack down on such elements so that democracy prevails," Bhog said.

It may be recalled that former Pune Sub-Area Commander Brigadier RJ Sharma had issued advisory notices to some elected members seeking written explanation after he received complaints against them.

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