

Company Profile for Sentido and Kwikwap Mobile



Sentido - Mobile Business Applications

Sentido provides various business software applications that are hosted on remote servers for small screened devices such as cell phones and handheld computers. The devices access the software via cellular data connections (e.g. 3G) - the remote software then performs the data processing in the same way that a normal locally hosted computer program would.

These applications combine the power of remotely hosted applications (Web Applications) with portable devices (cell phones and PDA's); the big advantage of our method is being able to do global updates without the need for a new version to be downloaded to the device.

Sentido initially developed custom applications for each new client but shifted its focus to generic programs which can be rolled out remotely to any client with the minimum of hassles; all the while ensuring that programs are not device dependant (i.e. it works on most devices). The three generic programs are:

Fieldreporter.info is a program that is used to instantly capture feedback from branches. Information in the form of numbers, answer to questions (y/n or n/a) or data can be captured. The system also has a light weight CRM communication tool included.

Repman.info is a stock taking, ordering and price surveying tool using cell phones. This program also makes use of LBS (location based services).

Timeman.info is a job scheduling and reporting tool also using cell phone technology. This program also makes use of LBS (location based services).



THE WORLD'S EASIEST WEBSITE CREATION TOOL

Kwikwap – Electronic Marketing and Communication Tool

Based on the knowledge gained with the above business systems, Sentido embarked on a project to develop a “mobile website builder”. This web-based program is called “Kwikwap” and has evolved into Sentido’s flagship product. Kwikwap has many features and add-ons some which we believe are world firsts:

1. Mobile forum
2. Mobile online shop
3. Mobile online loan application software
4. Mobile enabled appointments scheduler

Other features of the Kwikwap system include events calendar, photo gallery, mobile document access and distribution, form builder, bulk SMS system, advertising, mailing list management, embedded media such as videos, members’ areas and industry specific modules.

The Kwikwap website builder initially was only publishing to the mobile web but soon it was realized that the market is not ready for the mobile web as yet (this was early 2007). Because the system is database driven, it was easy enough to expand the system to include the normal web as well. The system in its present form publishes websites on three platforms (the normal web plus two mobile platforms).

Today we like to call Kwikwap the **World’s Easiest Website Creation Tool**. There are many website builder packages out there but Kwikwap has six vital differences:

1. **Our delivery and support network** – we use a Franchise and Agent (Independent Consultant / Resellers) network to do the implementations and support.
2. **Ease of use** - (we do not provide just a “blank canvas” to clients, we offer a “completed framework” with our own pre-made modules that switches on an off. Our Consultants don’t need to be qualified programmers and many clients become Consultants / Resellers).

- 3. It works** – our system **brings real benefits** to our clients and is not just a white elephant like many of the websites that are generated by the other systems out there.
- 4. Mobile enabled** – due to our vast experience in this field, we deliver mobi websites that score 5/5 in compliance tests (better than anybody else we know of in SA and at a fraction of the price).
- 5. Complete package** – our system combines all the mainstream electronic marketing tools into **one package**
- 6. System updates** – when web standards change, we can adapt instantly and all our clients can receive the benefit immediately

It is mainly due to these vital differences that we have been growing at an average of 16% per month (compounded) since February 2009 (this means our subscriptions are now 400% more than they were in February 2009).

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