Overview of CoreTalk Reports

GMA

"Gather, Manage and Analyse Information"

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Contact Details:

Ian Rundle	info@wirelessbusiness.co.za	+27 82 413 9448

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1.1.   CoreTalk Overview

CoreTalk has considerably improved the business world through its GMA (Gather Manage and Analyse information) functionality. CoreTalk utilises the ubiquitous cell phone/mobile as an instrument to both deliver and receive reports and utilises either SMS or GPRS to deliver this information.

CoreTalk, truly enables a business to make use of cell phone to receive, extract, update and generate valuable business information through its reporting templates, SMS queries, and its ability to connect to databases and spreadsheets

CoreTalk is a GSM based multi-functional communication package which has as its primary objective the delivery of valuable business information:

- across poor and/or not conveniently accessible, networked information environments;

- to and from, the widest possible audience,

- as quickly and efficiently as possible.

To achieve this, it makes extensive use of the GSM networks services and uses SMS/text messaging, the Internet (GTPRS/Edge etc.) to send and receive information.

Essentially, CoreTalk's communication abilities make it an imperative tool for any business which needs improved information management and would like to utilise the power of the cellphone to accomplish this. Unlike many competing products CoreTalk offers a broad based functional ability and has been designed to enhance any business's processes and communication requirements.

1.2.   The CoreTalk Report.

CoreTalk's generic cellphone/mobile reporting functionality, coupled with its database and spreadsheet integration is the ultimate business utility for non-deskbound business personnel:

- ❖ sales people,

- ❖ project managers,

- ❖ site engineers & foremen,

- ❖ agricultural officers,

- ❖ veterinary officers,

- ❖ market researchers,

- ❖ health practitioners (mobile)

- ❖ policing

- ❖ physical health trainers, etc

to keep their core business environments current with "up to the minute" information required for the general management of the business:

- ❖ sales reports,

- ❖ project reports,

- ❖ timesheets,

- ❖ expenses reports,

- ❖ problems reports,

- ❖ health reports

- ❖ job sheets. etc.

CoreTalk enables better business management.

1.3. The CoreTalk Reporting Value Proposition

CoreTalks reporting feature utilises a report template that is downloaded to a recipient CoreTalk or a cellphone the report information is then transferred between Originator and Recipient via either SMS or a GPRS/EDGE/HSDPA link as a string of information that is then inserted into the template. CoreTalks Reporting value is achieved via:

- ❖ Creation of reporting templates is easy and fast with CoreTalk. It takes a few minutes when you know what you want.

- ❖ Uploading of a report to a cellphone is a straightforward process, so making use of the most prevalent communication devise in history to capture valuable business information is a simple process.

- ❖ The CoreTalk reporting template can cater for a wide diversity of information such as financials, project status, time sheets, vehicle fuel consumption, labour management, applicant registration, orders etc. It is suitable for every business.

- ❖ The fact that CoreTalk reporting uses both SMS and GPRS/Internet as an information carrier makes it hugely significant in the business reporting environment.

- ❖ The CoreTalk report can either be transmitted between parties or held locally for functions that need management at a local level.

- ❖ CoreTalk and the cellphone can concatenate a number (default 4) of SMS messages to deliver significant data value to a company. The advantage of SMS is that it is very widely available and because it is a very light message can be transferred from areas of poor communication reception.

- ❖ CoreTalk can utilise a relatively standard java enabled cellphone to manage its reporting functionality it does not require a super-phone. This means that you can immediately deploy to cell phones within your organisation.

- ❖ CoreTalk is able to immediately transfer this incoming information to a database or spreadsheet for storage and analysis purposes.
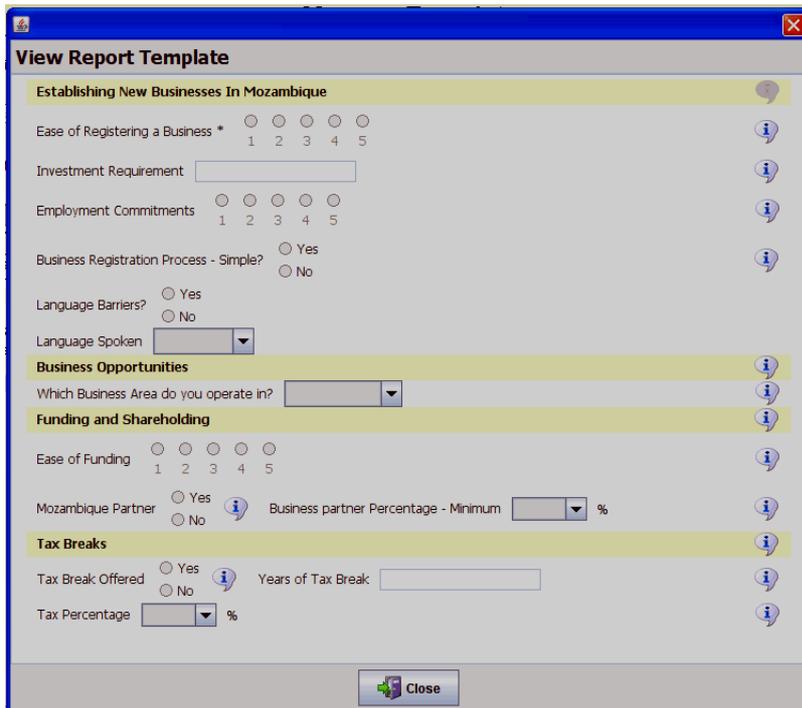
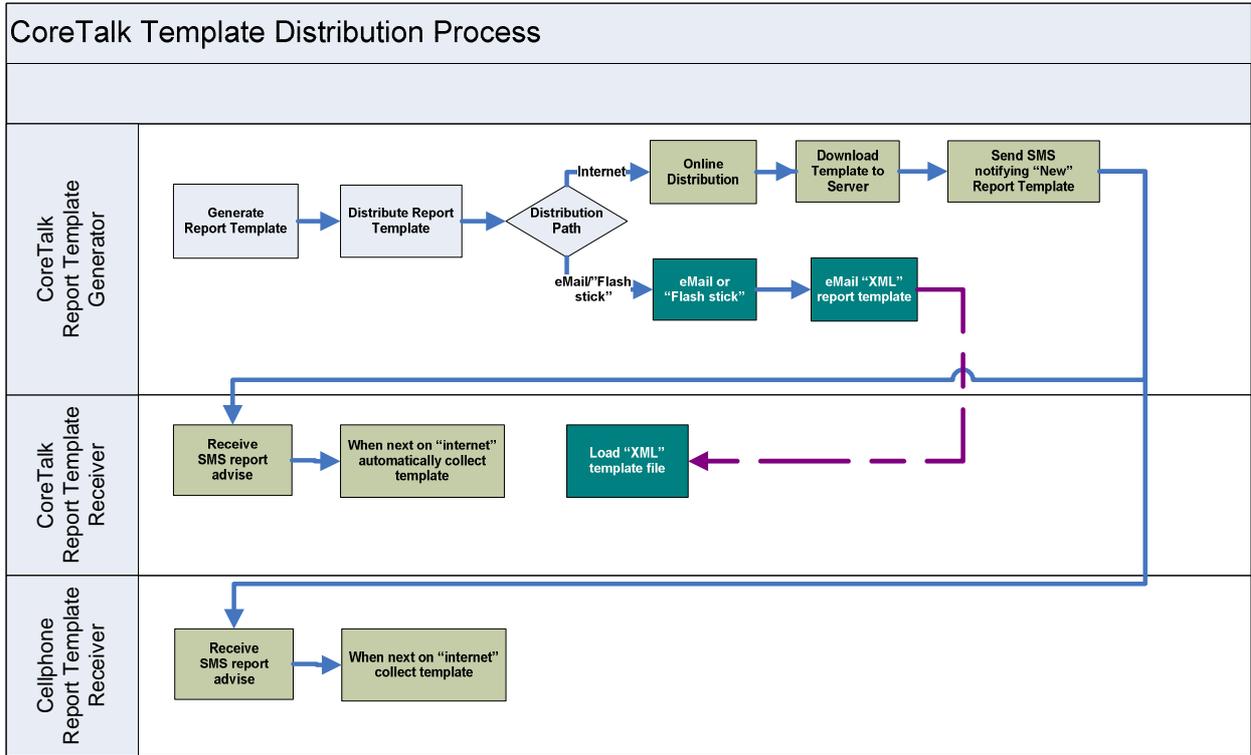### 1.3.1. Market Research Template in CoreTalk and loaded to a cellphone

1.4. The CoreTalk Reporting Mechanism

CoreTalk makes use of both GPRS and/or SMS to deliver reports. This enables it to deliver valuable information even if the only information message carrier is SMS/Text.
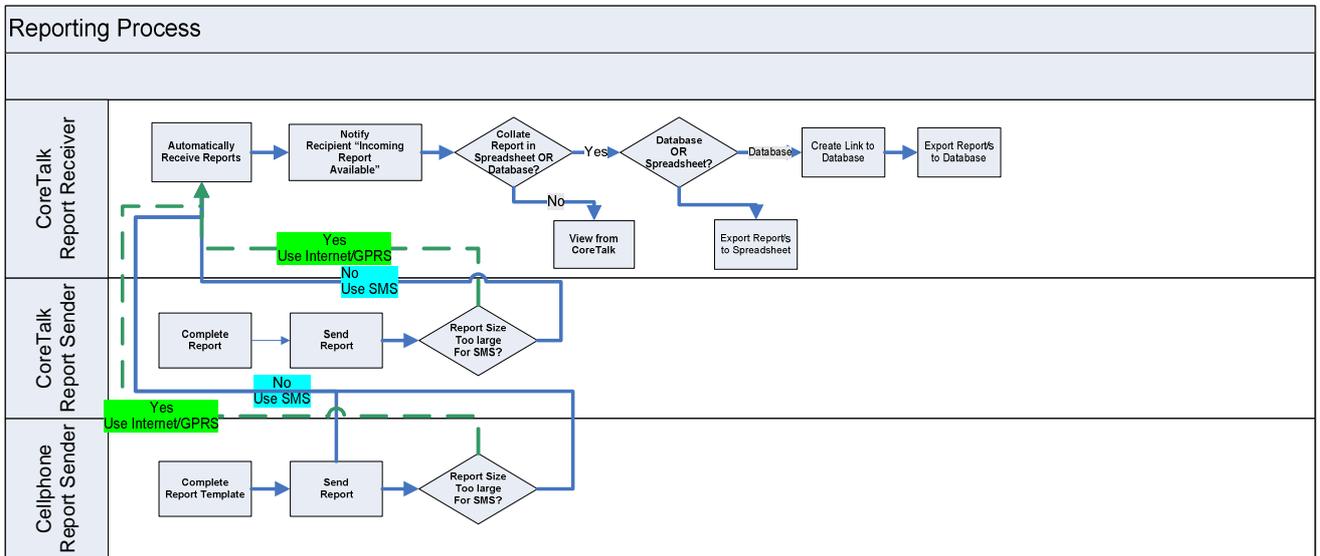
Essentially, CoreTalk relies on the distribution of a template via either internet, email or any conventional information storage mechanism. Once the report template is distributed the information is passed back between information creator and information receiver as a string. This means that a single SMS message can carry a significant amount of valuable information. CoreTalk will concatenate this information across a number of SMS's if need be – generally limit is set at four (4) concatenated SMS's.

CoreTalk reporting functionality

1.4.1. <u>CoreTalk Template Management</u>

CoreTalk Template Distribution Process

CoreTalk Report Template Generator

Generate Report Template → Distribute Report Template → Distribution Path

— Internet → Online Distribution → Download Template to Server → Send SMS notifying "New" Report Template

— eMail/"Flash stick" → eMail or "Flash stick" → eMail "XML" report template

CoreTalk Report Template Receiver

Receive SMS report advise → When next on "internet" automatically collect template   Load "XML" template file

Cellphone Report Template Receiver

Receive SMS report advise → When next on "internet" collect template

1.4.2. <u>CoreTalk Reporting process</u>

Reporting Process

CoreTalk Report Receiver

Automatically Receive Reports → Notify Recipient "Incoming Report Available" → Collate Report in Spreadsheet OR Database? — Yes → Database OR Spreadsheet? — Database → Create Link to Database → Export Report/s to Database

No → View from CoreTalk

Export Report/s to Spreadsheet

Yes Use Internet/GPRS
No Use SMS

CoreTalk Report Sender

Complete Report → Send Report → Report Size Too large For SMS?

Yes Use Internet/GPRS
No Use SMS

Cellphone Report Sender

Complete Report Template → Send Report → Report Size Too large For SMS?

The cellphone java applet used to drive the CoreTalk reporting function on the cellphone is downloadable from http://m.coretalk.biz . It is license based and once downloaded a PIN will be issued.

1.5. Examples of CoreTalk reporting.

1.5.1. Crime Reporting

The following report was generated for a business sponsored police initiative in Mozambique. The intention of the report is to ensure consistent, complete police reporting that is both informative and can be migrated to a database where more detailed relationships can be built up to profile crime. The intention is quick, meaningful reporting on which the police can act.

1.5.1.1. Crime Reporting Template

1.5.1.2. Crime Reporting Template loaded to a cellphone
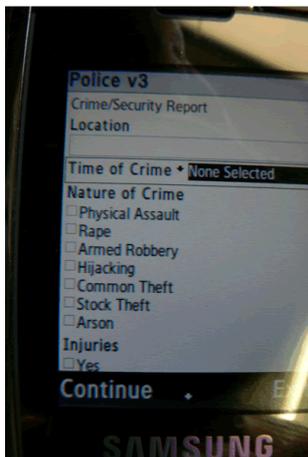
CoreTalk reporting functionality

The reporting template is built in CoreTalk and then sent to a server where it can be downloaded to cellphone. This in future allows the cellphone user to complete a structured report that is sent back to CoreTalk at the receiving Police Station.

1.5.1.3.   Crime Reports received to at Police Station

1.5.2. Oil Spillage Monitoring

The following report was produced by a company that supplies a service monitoring oil spillages. They required each spillage to be managed methodically and need for this information to be relayed from the field to head office for reporting and monitoring purposes.

1.5.3.   Project Management & Timesheet Management

Many businesses operate in a project or consulting modal – such companies are Construction, IT projects, and Accounting, etc. In these environments employees are often away from their own offices and need to report back to there admin and management environments. CoreTalk is able to assist in this management process via its ability to integrate with cell phones. This in effect means that every employee can update the business management requirements on a daily basis. Generally there are two components that need close monitoring to Project Management at this level:

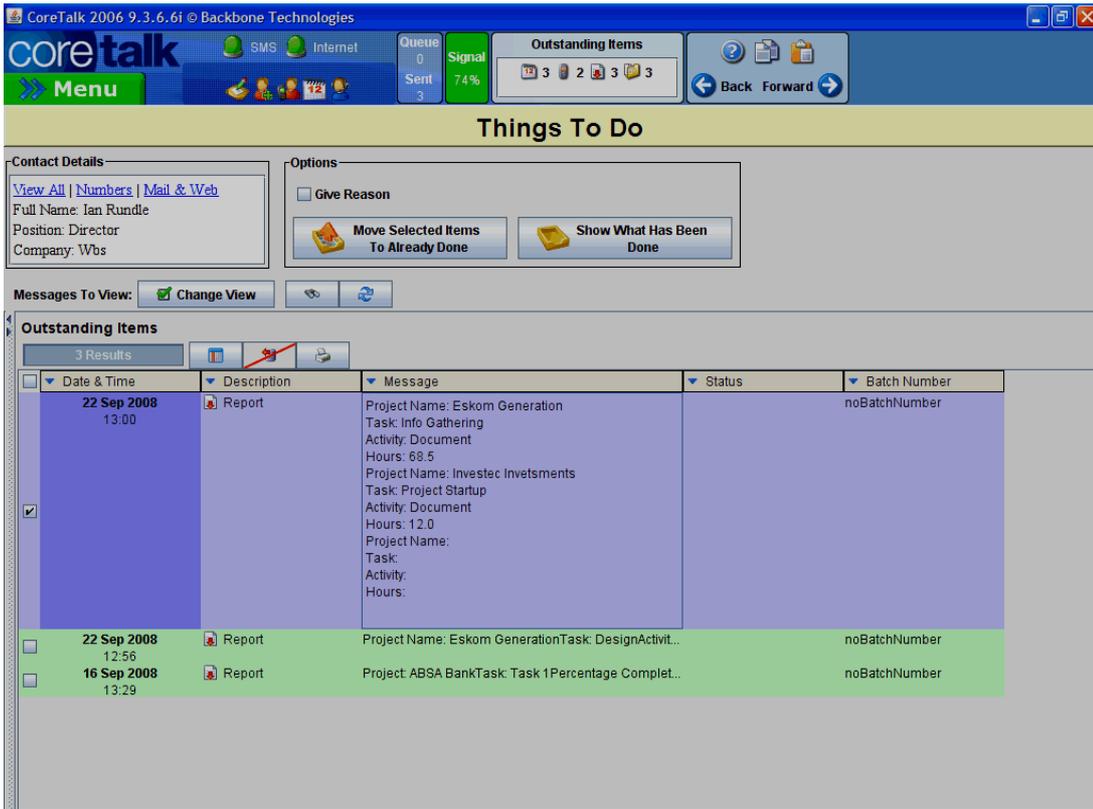#### 1.5.3.1.   Time sheet and Project Status reporting from a cellphone
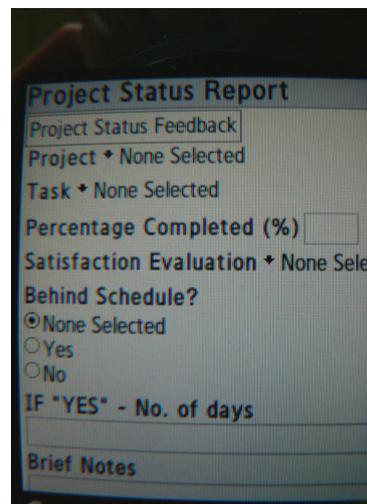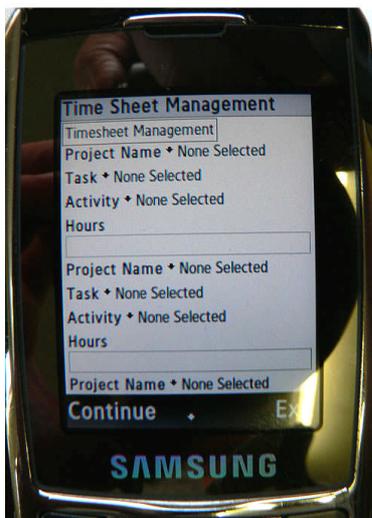
Here a Timesheet and Project status report is filled in by cellphone user and the updated information is sent to the CoreTalk receiving station at head office where the timesheets are consolidated. In this instance the filling of three project statuses – assuming involvement in more than one project at a time – utilised 2 SMS messages to send the data. *See CoreTalk result reflected in 1.5.3.3 and 1.5.3.4.*

1.5.3.2. Completed Timesheet

1.5.3.3. Timesheet report/s received by CoreTalk

The timesheet information is received into Coretalk and exported to a spreadsheet – or database

1.5.3.4. Timesheets exported to Excel Spreadsheet

Microsoft Excel - Time sheet.xls
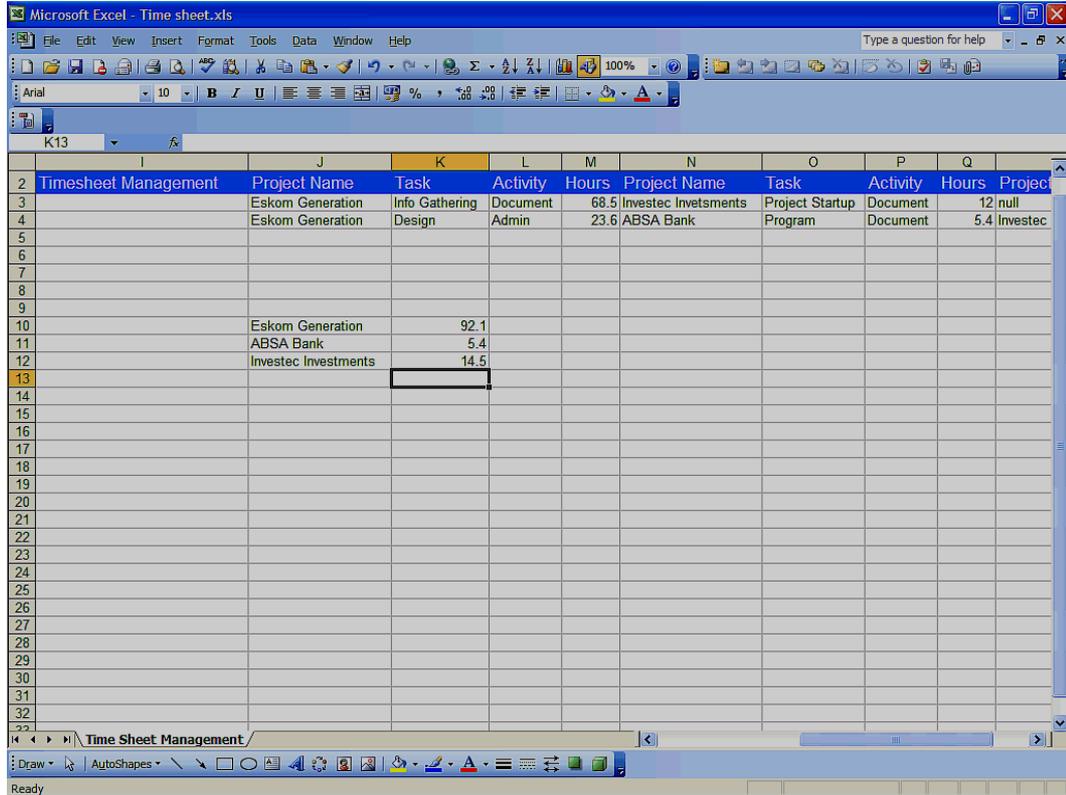
	Timesheet Management	Project Name	Task	Activity	Hours	Project Name	Task	Activity	Hours	Project
2	Timesheet Management	Project Name	Task	Activity	Hours	Project Name	Task	Activity	Hours	Project
3		Eskom Generation	Info Gathering	Document	68.5	Investec Invetsments	Project Startup	Document	12	null
4		Eskom Generation	Design	Admin	23.6	ABSA Bank	Program	Document	5.4	Investec
5										
6										
7										
8										
9										
10		Eskom Generation		92.1						
11		ABSA Bank		5.4						
12		Investec Investments		14.5						

Time Sheet Management

1.5.4. Agriculture Growers Registration

Small agriculture is gaining momentum in many African, Indonesian and South American countries. Marketing on behalf of these parties is done by Cooperatives and there is a good deal of management that needs to take place. Essentially there are large grower communities in the following agriculture areas.

- Cocoa

- Coffee

- Cotton

- Bio-fuels

- Flowers

- Tobacco

The more information that is exchanged by the cooperatives the better the management process.

Essentially the process is Register Growers, Update Annual Prediction, and Record Actual Deliveries and record Fertiliser, Seed and Pesticide usage.
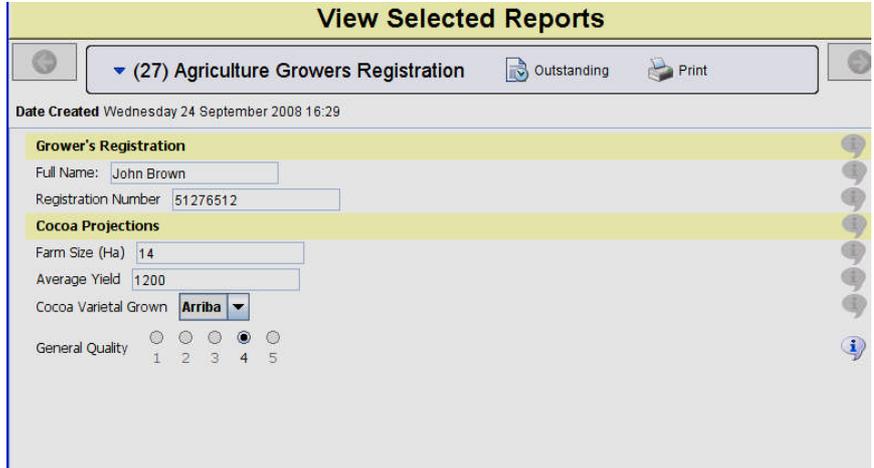
Additional to this the Grower Cooperatives will want to contact the growers with regards to Market demand and delivery schedules. This can be done via an SMS template.

1.5.4.1. Grower Registration
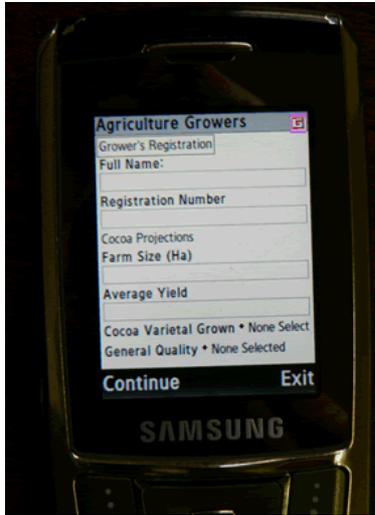
The cellphone reporting template   **A registration received to CoreTalk**

1.5.4.2. Growers delivery Record
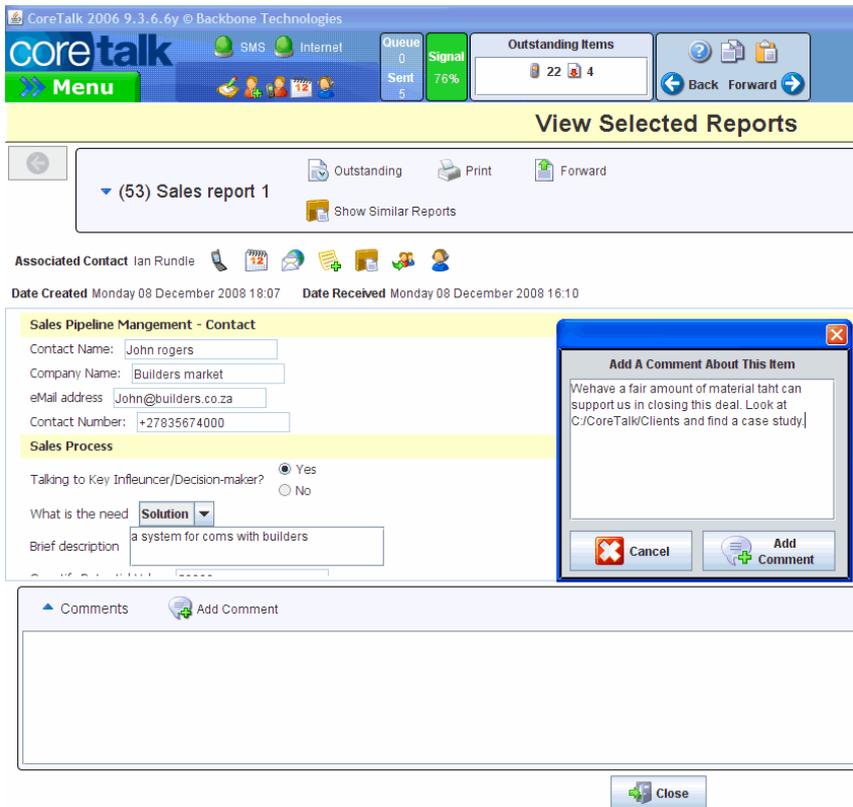

1.5.5. Sales Pipeline Management

A number of companies are already employing CoreTalk for managing the sales force. Essentially, this enables the sales manager to immediately have inputs from sales initiatives and to manage the pipeline on a regular ongoing basis.

1.5.5.1. A Sales Visit Report

1.5.5.2. A Sales Report Received to CoreTalk

In CoreTalk it is possible to add notes and assign tasks against the incoming report. These can then be used when in consultation with the involved sales person.

1.5.5.3. Drop-down of steps in the Sales Process