

Overview of CoreTalk Reports

GMA

"Gather, Manage and Analyse
Information"

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CoreTalk reporting functionality

1. CoreTalk

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,



CoreTalk reporting functionality

- ❖ timesheets,
- ❖ expenses reports,
- ❖ problems reports,
- ❖ health reports
- ❖ job sheets. etc.

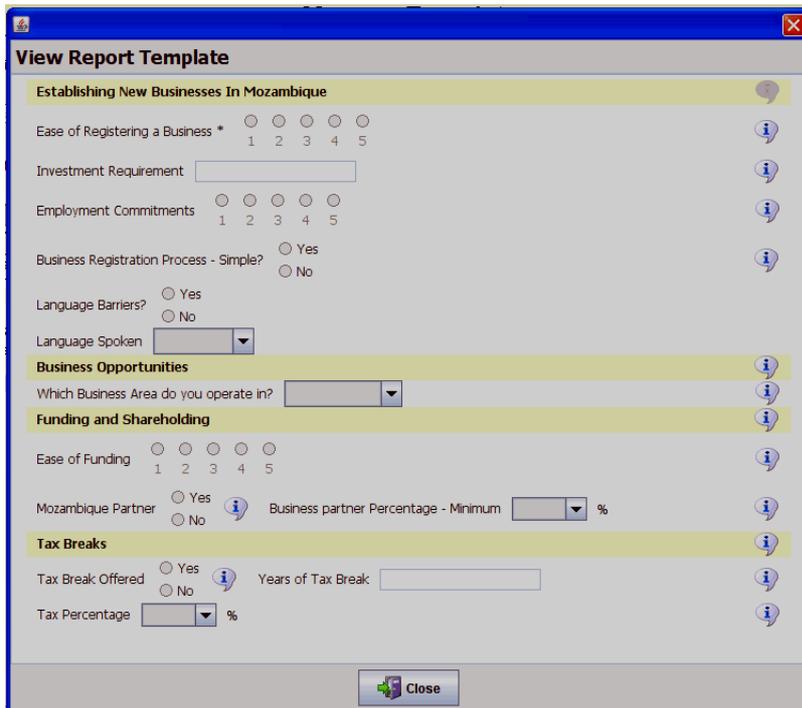
CoreTalk enables better business management.

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 device 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.

CoreTalk reporting functionality



1.3.1. Market Research Template in CoreTalk and loaded to a cellphone

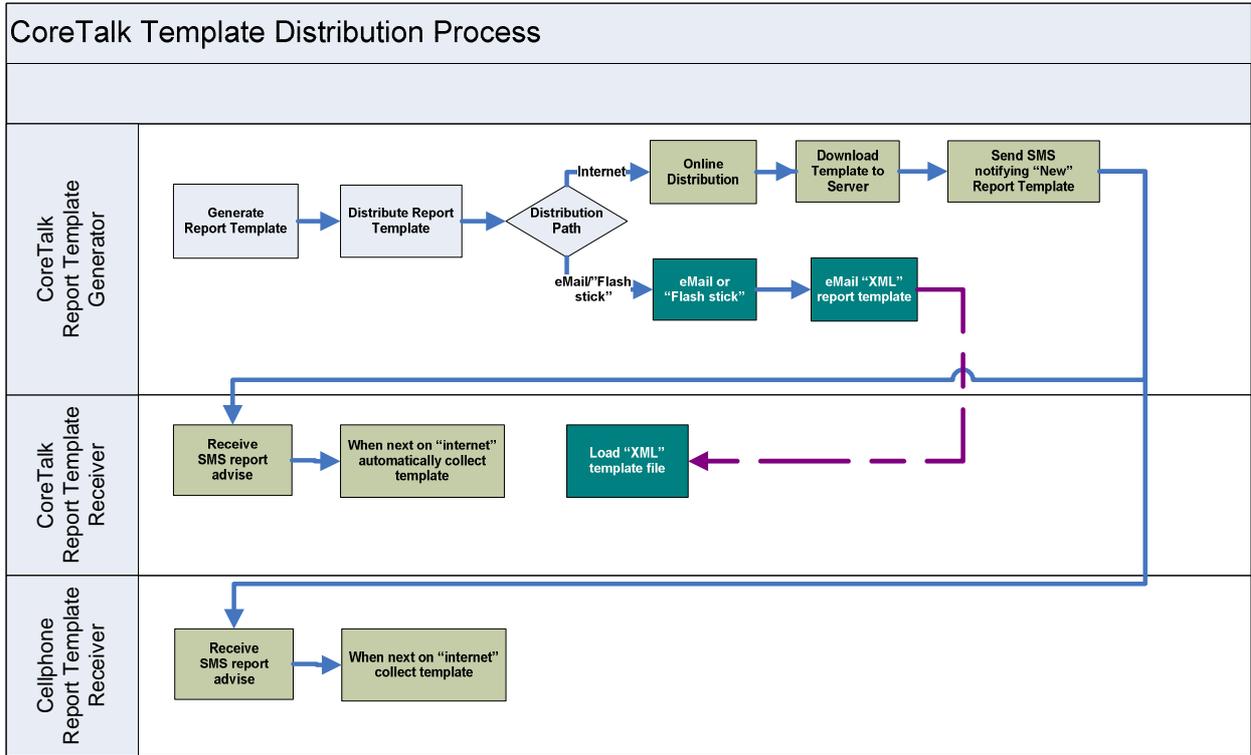
1.4. The CoreTalk Reporting Mechanism

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.

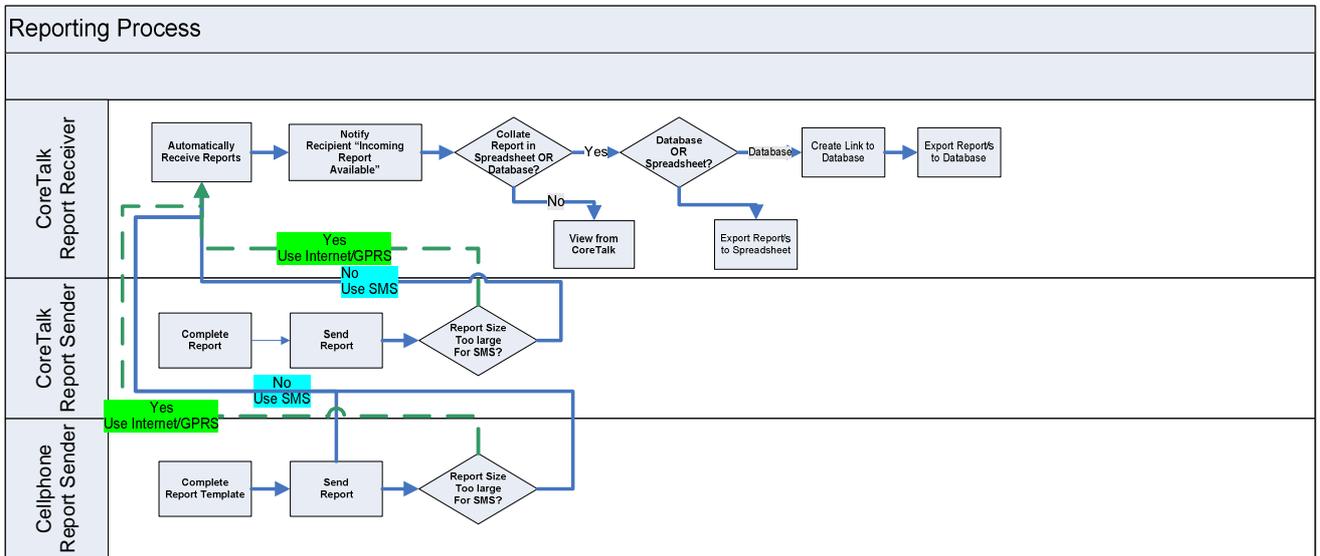
Essentially, CoreTalk relies on the distribution of a template via either internet, email or any conventional information storage mechanism. Once the report template is distributed the information is passed back between information creator and information receiver as a string. This means that a single 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. **CoreTalk Template Management**



1.4.2. **CoreTalk Reporting process**



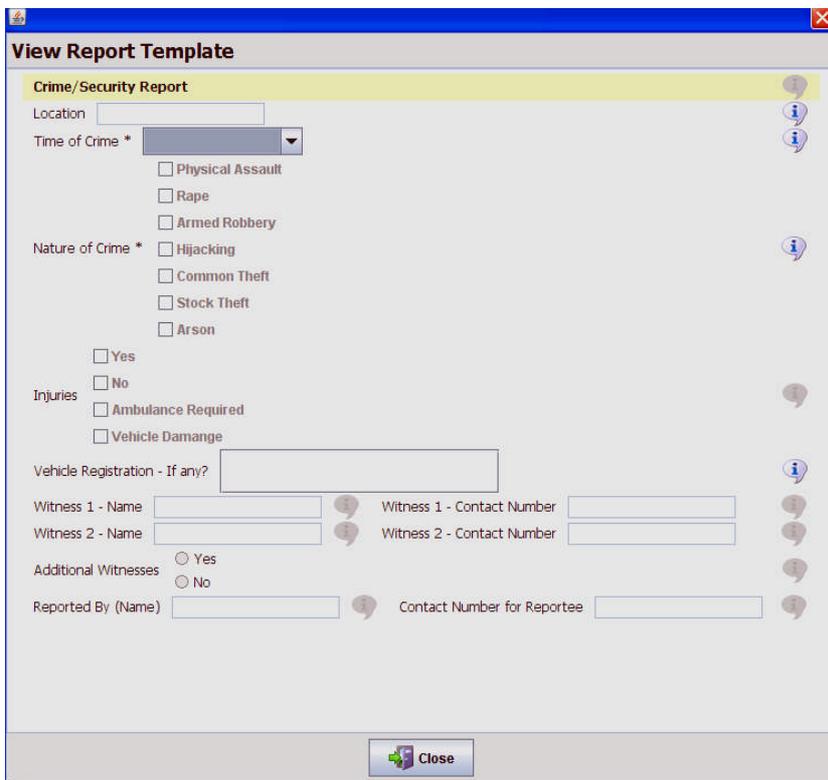
The cellphone java applet used to drive the CoreTalk reporting function on the cellphone is downloadable from <http://m.coretalk.biz> . It is license based and once downloaded a PIN will be issued.

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*

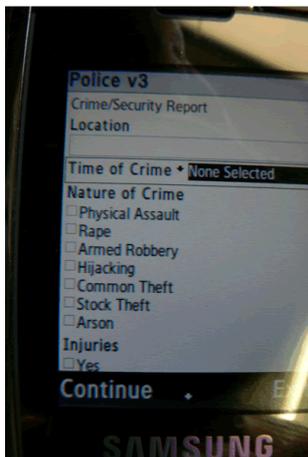


The screenshot shows a web browser window titled "View Report Template". The form is titled "Crime/Security Report" and contains the following fields and options:

- Location: Text input field.
- Time of Crime *: Dropdown menu.
- Nature of Crime *: Radio button options: Physical Assault, Rape, Armed Robbery, Hijacking, Common Theft, Stock Theft, Arson.
- Injuries: Radio button options: Yes, No.
- Ambulance Required: Radio button.
- Vehicle Damage: Radio button.
- Vehicle Registration - If any?: Text input field.
- Witness 1 - Name: Text input field.
- Witness 1 - Contact Number: Text input field.
- Witness 2 - Name: Text input field.
- Witness 2 - Contact Number: Text input field.
- Additional Witnesses: Radio button options: Yes, No.
- Reported By (Name): Text input field.
- Contact Number for Reportee: Text input field.

A "Close" button is located at the bottom of the form.

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.

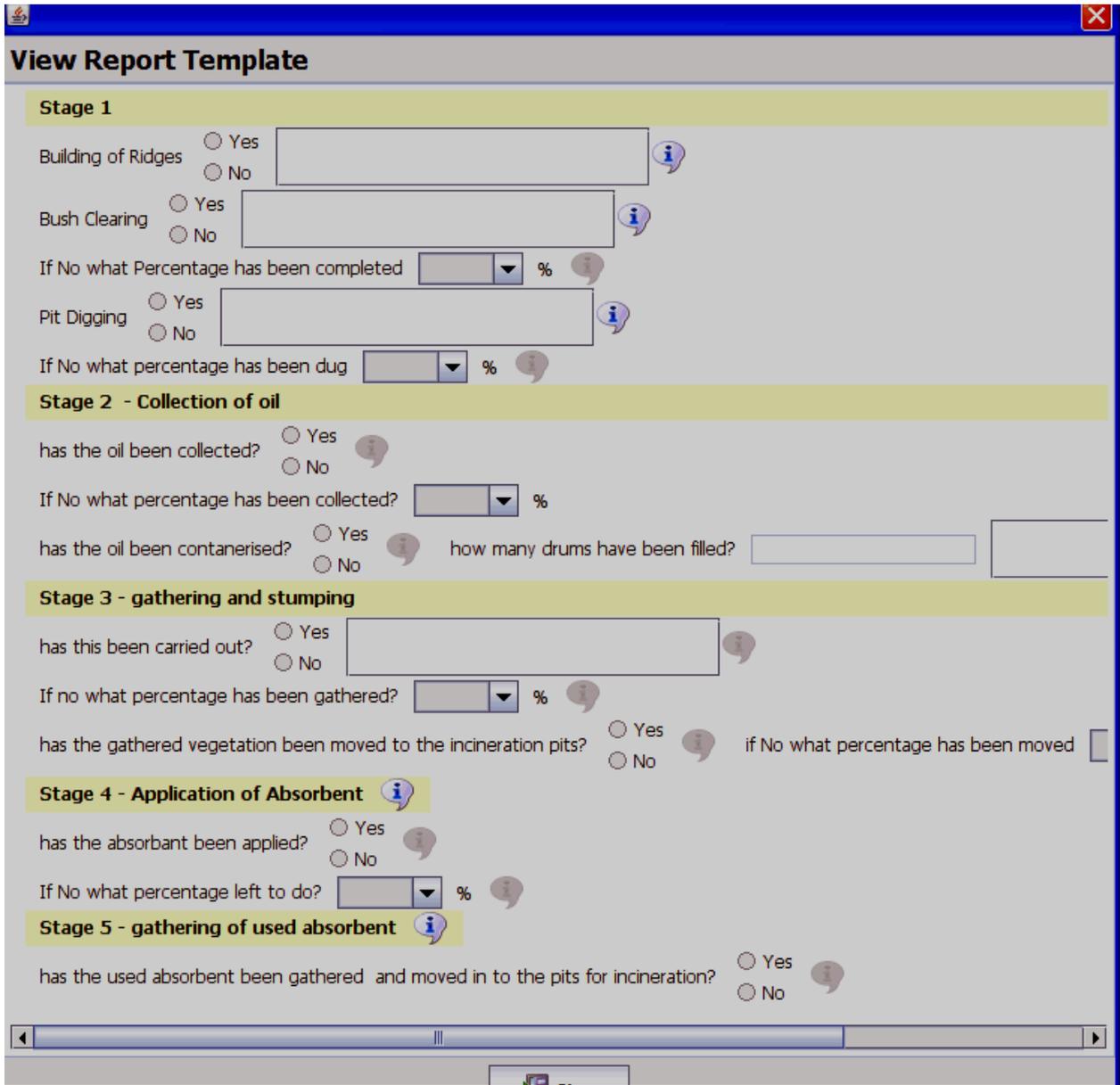
1.5.1.3. Crime Reports received to at Police Station

The screenshot shows the CoreTalk 2006 9.3.6.6i interface. At the top, there's a status bar with 'Queue 0', 'Signal 70%', and 'Outstanding Items' (3, 2, 3, 3). Below this is a 'Things To Do' section with 'Contact Details' for Ian Rundle (Director, Wbs) and 'Options' like 'Give Reason', 'Move Selected Items To Already Done', and 'Show What Has Been Done'. The 'Messages To View' section has a 'Change View' button. The 'Outstanding Items' section shows 3 results in a table:

Date & Time	Description	Message	Status	Batch Number
12 Sep 2008 16:28	Local Report	Location: 12 Pearl Rd, Jensenville, Roodepoort Time of Crime: Within last hour Nature of Crime: Physical Assault , Armed Robbery Injuries: Yes Vehicle Registration - If any?: BSW689GP, GPN880GP Witness 1 - Name: D. Shauns Witness 1 - Contact Number: Witness 2 - Name: J. Kadell Witness 2 - Contact Number: Additional Witnesses: Reported By (Name): T. Thompson Contact Number for Reportee: 0858879000		noBatchNumber
12 Sep 2008 16:26	Local Report	Location: 328 Miagliesview, 4WaysTime of Crime: Wi...		noBatchNumber
12 Sep 2008 16:25	Local Report	Location: 222 Lundado Rd, KeypointTime of Crime: ...		noBatchNumber

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.



View Report Template

Stage 1

Building of Ridges Yes No [] [i]

Bush Clearing Yes No [] [i]

If No what Percentage has been completed [] % [i]

Pit Digging Yes No [] [i]

If No what percentage has been dug [] % [i]

Stage 2 - Collection of oil

has the oil been collected? Yes No [i]

If No what percentage has been collected? [] %

has the oil been contanerised? Yes No [i] how many drums have been filled? [] []

Stage 3 - gathering and stumping

has this been carried out? Yes No [] [i]

If no what percentage has been gathered? [] % [i]

has the gathered vegetation been moved to the incineration pits? Yes No [i] if No what percentage has been moved []

Stage 4 - Application of Absorbent [i]

has the absorbant been applied? Yes No [i]

If No what percentage left to do? [] % [i]

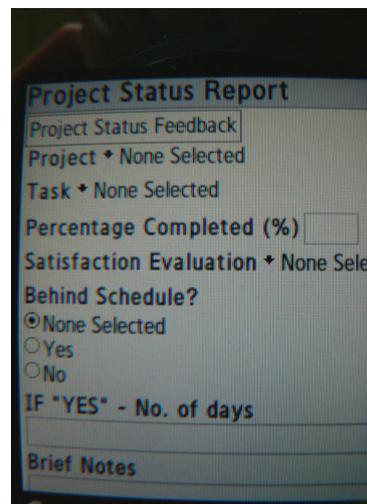
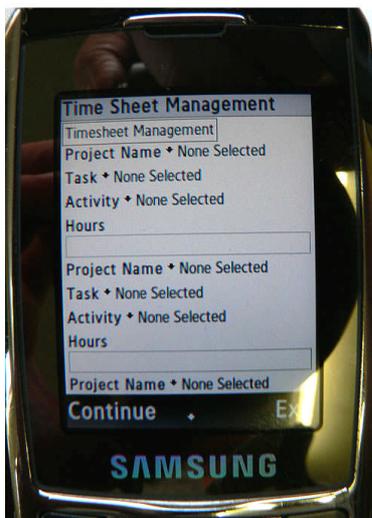
Stage 5 - gathering of used absorbent [i]

has the used absorbent been gathered and moved in to the pits for incineration? Yes No [i]

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*



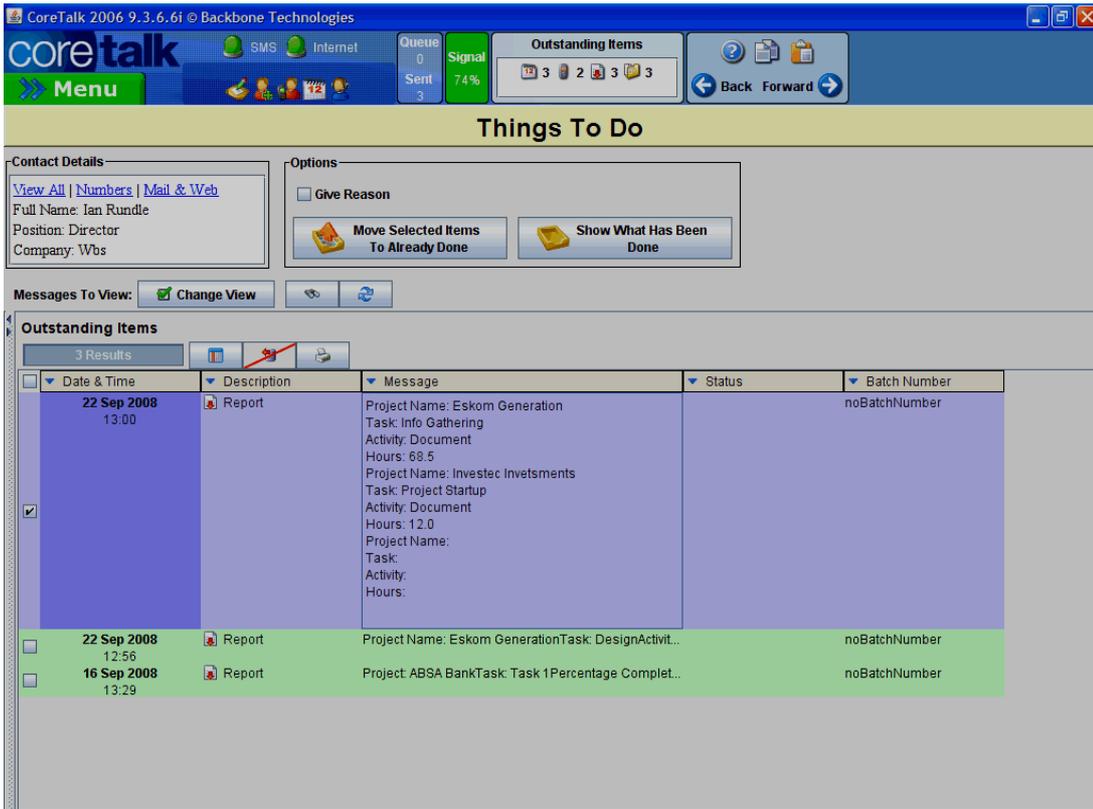
Here a Timesheet and Project status report is filled in by cellphone user and the updated information is sent to the CoreTalk receiving station at head office where the timesheets are consolidated. In this instance the filling of three project statuses – assuming involvement in more than one project 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.*

CoreTalk reporting functionality

1.5.3.2. **Completed Timesheet**



1.5.3.3. **Timesheet report/s received by CoreTalk**



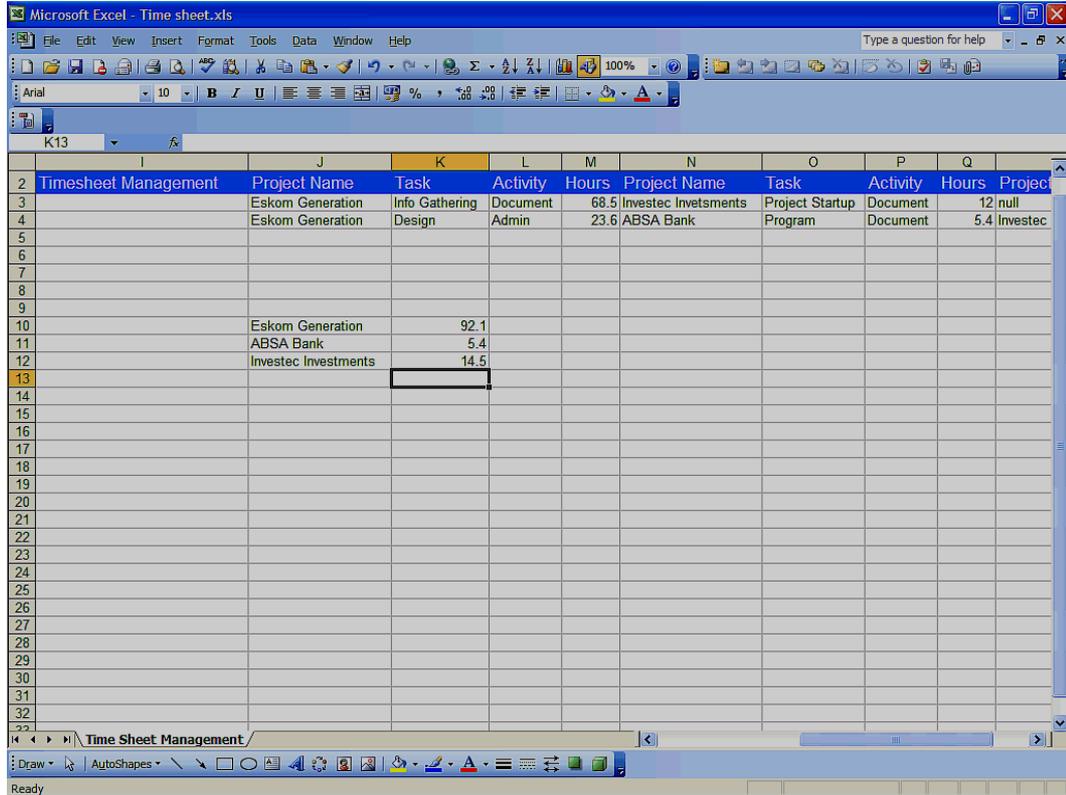
The screenshot shows the CoreTalk software interface. At the top, there's a navigation bar with 'coretalk' logo, 'Menu', and various status indicators like 'Queue 0', 'Signal 74%', and 'Outstanding Items' (3, 2, 3, 3). Below this is a 'Things To Do' section with 'Contact Details' for Ian Rundle and 'Options' like 'Give Reason', 'Move Selected Items To Already Done', and 'Show What Has Been Done'. The main area is titled 'Messages To View' and contains an 'Outstanding Items' section with a table of 3 results.

Date & Time	Description	Message	Status	Batch Number
22 Sep 2008 13:00	Report	Project Name: Eskom Generation Task: Info Gathering Activity: Document Hours: 68.5 Project Name: Investec Investments Task: Project Startup Activity: Document Hours: 12.0 Project Name: Task: Activity: Hours:		noBatchNumber
22 Sep 2008 12:56	Report	Project Name: Eskom Generation Task: DesignActivit...		noBatchNumber
16 Sep 2008 13:29	Report	Project ABSA Bank Task: Task 1Percentage Complet...		noBatchNumber

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

CoreTalk reporting functionality

1.5.3.4. Timesheets exported to Excel Spreadsheet



	I	J	K	L	M	N	O	P	Q
2	Timesheet Management	Project Name	Task	Activity	Hours	Project Name	Task	Activity	Hours
3		Eskom Generation	Info Gathering	Document	68.5	Investec Investments	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				
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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

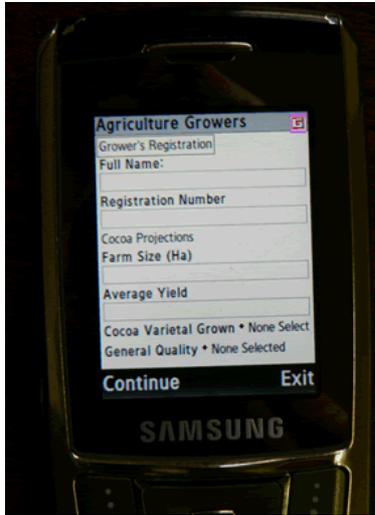
The more information that is exchanged by the cooperatives the better the management process.

Essentially the process is Register Growers, Update Annual Prediction, and Record Actual Deliveries and record Fertiliser, Seed and Pesticide usage.

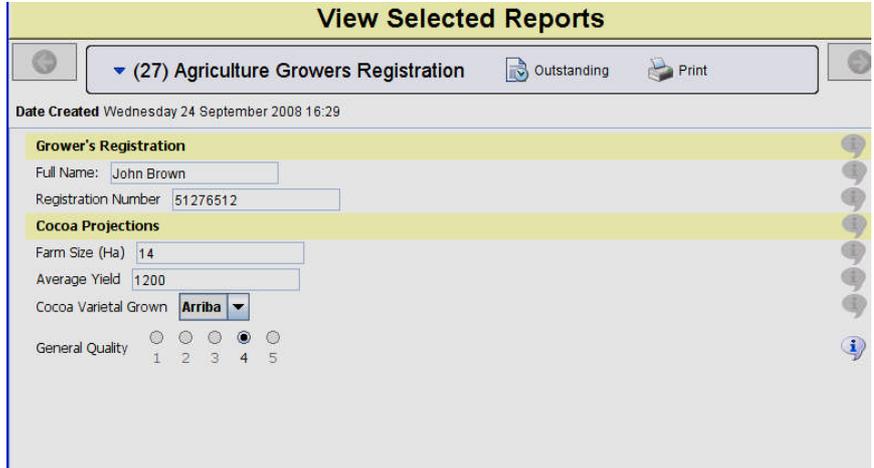
Additional to this the Grower Cooperatives will want to contact the growers with regards to Market demand and delivery schedules. This can be done via an SMS template.

CoreTalk reporting functionality

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

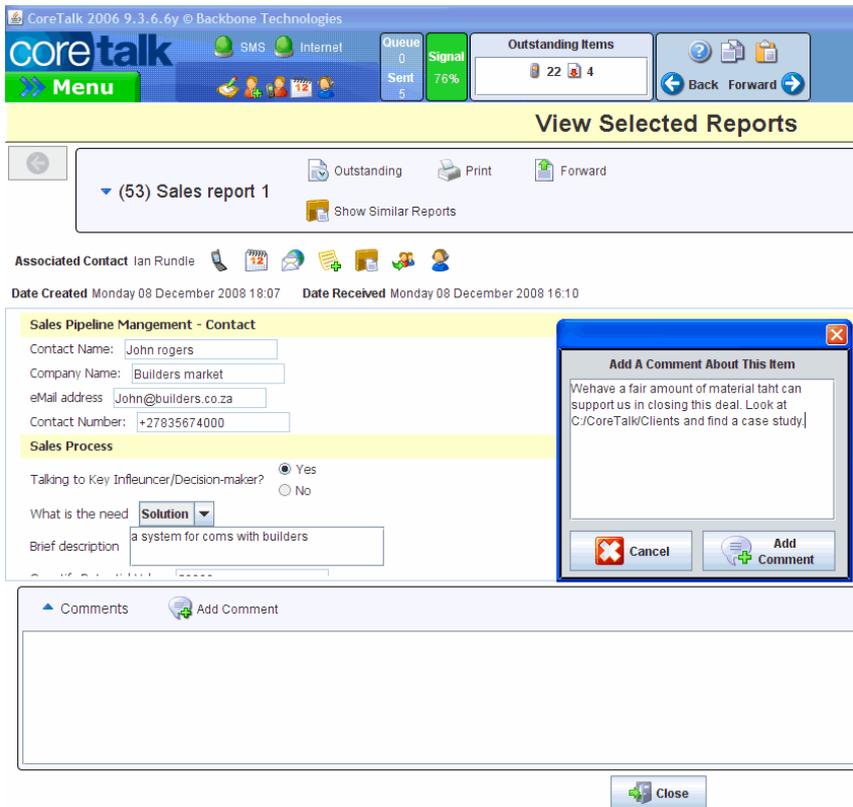
A number of companies are already employing CoreTalk for managing the sales force. Essentially, this enables the sales manager to immediately have inputs from sales initiatives and to manage the pipeline on a regular ongoing basis.

CoreTalk reporting functionality

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.

CoreTalk reporting functionality

The screenshot shows a window titled "View Report Template" with a blue border and a close button in the top right corner. The window is divided into two main sections, each with a yellow header bar and a vertical list of speech bubble icons on the right side.

Sales Pipeline Mangement - Contact

- Contact Name:
- Company Name:
- eMail address:
- Contact Number:

Sales Process

- Talking to Key Infleuncer/Decision-maker? Yes No
- What is the need:
- Brief description:
- Quantify Potential Value:
- When do they plan to buy?:
- Pipeline Status:
- Next Planned Visit:

At the bottom center of the window is a "Close" button with a green arrow icon.

1.5.5.3. Drop-down of steps in the Sales Process

A close-up of a drop-down menu with a light blue background and a scroll bar on the right. The menu is open, showing a list of sales process steps:

- Lead
- Pre-Approach
- First Interview
- Opportunity Analysis
- Solution Formulation
- Solution Presentation
- Customer Evaluation
- Negotiation