



FollowUs™ to a Smarter Method of Locating your Mobile Workers

Always–Available location of your Employees Anywhere in the UK

- Location of Employees
- Location of Loan Workers
- Location In-Field Operatives
- Location of Company Assets

Follow Us™ had a vision to provide companies with a unique solution to enable them to view the location of their employees without the need to deploy expensive a hardware or software infrastructure. FollowUs™ turned this vision into reality with a best-in-class solution. Now a Follow Us™ company client, using the Follow Us™ location gateway, benefits from always-available location data pin-pointing employees or asset anywhere in the UK. Location is delivered through the Follow Us™ web-interface and displayed on a street-level map.

Mobile Location

It used to be that companies were not able to utilise their mobile work force as efficiently as they would like, and found that the capital cost of GPS systems too expensive to justify a location based solution.

Today, with the FollowUs™ technology, the location of your company mobile phones can be displayed to approved members of your staff who need it, wherever and whenever they want.

To ensure that your company is not open to a claim for breach of privacy, we have in-built

protection that enables the employee to limit their location to working hours if they wish.

Kevin Brown, Operations Director at FollowUs™ explains, “It was important to create a robust, reliable means for companies to position their employees, that didn’t cost the earth. Our solution had to be 100% mobile and in a carrier friendly form - without the hassle of proprietary hardware and ‘gizmos’ – the standard mobile phone was an obvious answer.”



Accuracy within 100m in some urban areas





Enabling Location throughout the UK



Location is primarily delivered to the FollowUs™ client using our web interface. This ensures that they benefit from software developments and improvements to functionality without the need to manage or install software revisions on their network. Put simply, this also allows the authorised Company representative to access location information from anywhere with Internet access, be it in the office, at home, or the other side of the world.

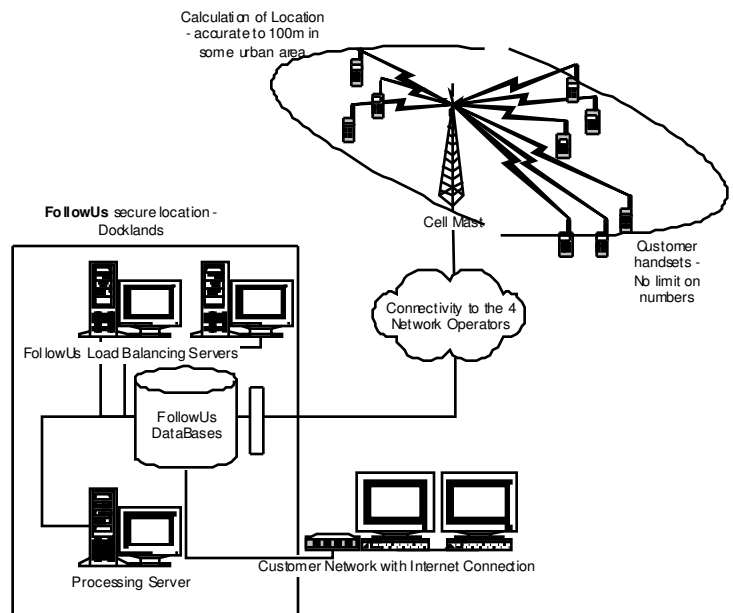
In addition, the FollowUs™ client may request that automated location requests be delivered to them in a descriptive e-mail format, which can

then be directed into specific folders on their network. This removes the need for the authorised Company representative to make each location request on-line.

Managing Director of Followus™, Martin Pinnell-Brown added, “Our design had to be underpinned with mobility and flexibility in mind. Our clients can’t always get to a pc on the net, so we had to make sure that the FollowUs™ system had the intelligence to meet the rigorous requirements of our target market...we believe that it does.”

How the FollowUs™ solution works

At the core of the FollowUs™ service is a robust server configuration and databases which are located in an ‘A’ rated secure environment. The system is protected by firewalls as you would expect and all mission critical java script visible to the outside world is encrypted. See the process of the location data capture to the right.



- Delivery on all 4 UK Networks
- Network Approved Security of Service
- Secure Location of FollowUs Hardware
- Security of Server
- In-House Software Design





FollowUs™ in Action

Operational Service
No High Cost Capital Expense
Tried and Trusted Technologies
No Proprietary Hardware

Now with the FollowUs™ application in place, a company can access location information regarding their employees and assets that are in the UK, from anywhere in the world. The low or no Capex cost to implement the FollowUs solution, businesses save many thousands of pounds in comparison to a GPS solution. FollowUs can help your business make more money, as most businesses find that external work forces use their time more efficiently once the mobile phone location of their employees has been implemented. FollowUs also helps businesses comply with the new laws that effect the use of mobiles by their workforce whilst driving – no longer the need to call them and ask them where they are whilst they are driving.

Massa

Multi-national company, Massa has implemented FollowUs™ to deliver a location solution to its field engineers, in the fibre optic sector of their UK division.

One of the reasons we chose FollowUs™ was because they brought the whole package to the table and it was ready to implement there and then. The web site is clear, concise and simple to use – the system robust – the pricing transparent – and the location data gave cost savings and efficiency to our work force from day one.

David Pinkney Commercial Director Massa 2003

About FollowUs™

With its energetic approach and its officers' extensive experience in the telecommunications and wireless sectors, FollowUs™ is positioned to continue to deliver best of breed location solutions. It is committed to achievement of excellence and adheres to stringent guidelines to ensure that this is the case.



Follow Us... you're only the touch of a button away

Contact Us

Please contact us for an on-line demonstration or to discuss your specific business requirements,

Sales: 087171 77 234

Fax : 0870 429 2712

sales@followus.co.uk

www.followus.co.uk

To view the core features of the FollowUs™ service, then simply visit us at www.followus.co.uk and register. You will be able to see how our solution can assist you in management of your mobile work force

©FollowUs 2003



Location Solutions