

Resellernews

Greentree set for mobility push, overseas expansion

Suite has been in development for the last two years

By Amanda Sachtleben, Auckland | Friday, February 06 2009

Business software specialist Greentree's plans to make its applications available for mobile devices are now well advanced, with a full launch planned in about three months.

In addition, the vendor is on the hunt for more partners in the US and the UK, where it hopes to reach a target of 500 site installs in each market.

The mobility suite, designed for Windows Mobile devices, has been in development for about two years, in conjunction with ISV partner Motorola, software developer Jade and with backing from the Foundation for Research, Science and Technology.

Greentree's research and development director Stephen Sims says it previously integrated third party mobility systems into customers' existing technology, a process that proved expensive and often ended in mismatched functionality between systems.

He says Greentree needed to develop a single architectural layer across the board from the server to the mobile device. "There's one technology layer, one functionality set, one deployment method and one vendor, so the costs can be cut down," he says.

Chief executive Peter Dickinson says mobile applications will be viewed in the same way as other enterprise software in future. "People used to talk about mobile being about different architecture and systems. Over time, it will be just another device and screen size.

"Resource-constrained organisations don't want a new technology cost, and for people to be able to get their workforce to be more effective and have a system that's low cost, it's quite compelling."

Meanwhile, the vendor is looking for an expanded partner base for greater regional coverage in the US and UK.

After two years in the US market, Dickinson says it has established a "strong launch pad" by working with a partner in Chicago.

"In the US, the goal now is how quickly can we get to 500 sites. We have created the first base and second base is 500 sites."

It has four US partners, with the others based in San Diego, San Francisco and Wisconsin. It has also recently signed a second partner in Western Australia.

Greentree is well served for regional New Zealand coverage and aims for two partners in each centre to give customers choice, says Dickinson.

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