

DEVICE MANAGEMENT – GET MOBILE

A growing number of businesses have given the usage of smart phones and tablets among their workforce priority due to the ever increasing need for enhanced worker productivity. Since a lot of jobs require the workforce to be outside the office, companies are now reliant on smart phones and tablets to give their workers access to real-time data and vital information. This also leads to increased customer satisfaction through faster responses to customer needs.

However, it is not merely the purchase of the smart phone and/or tablet that will increase business efficiency, but its smart usage – managing the device effectively and securely. Therefore, businesses must include device management in their IT strategy and also their ongoing IT operations. It is imperative that the smart phone/tablet be synchronised with other business (and sometimes) personal devices.

Microsoft offers the perfect platform for device management – Windows 7. Windows 7 is now the platform for an array of smart phones, including the in-

creasingly popular HTC. HTC is one of the fastest-growing companies in the mobile sector and has achieved remarkable recognition over the past couple of years. HTC is known for its innovation. It is constantly broadening the range of devices it offers – introducing devices to support specific applications and new form factors that meet the increasingly diverse needs of its customers and partners. HTC's product portfolio offers easy-to-use solutions that embrace the full range of mobile multimedia resources, wireless anytime and Internet on the go.

Another ideal platform is the Android operating system. Android's mobile operating system is based on a modified version of the Linux kernel. Google and other members of the Open Handset Alliance collaborated on Android's development and release. The Android 3.0 platform introduces many new and exciting features for users and developers. Android 3.0 is a new version of the Android platform that is specifically optimised for devices with larger screen sizes, particularly tablets.

On introducing and using device management, it is imperative that you consult your IT provider or consultant and ensure that the correct security measures are in place. Treat the mobile device as you would any other IT resource. Furthermore, ongoing data synchronicity must be enabled in order to maximize the benefits of going mobile and managing your devices smartly. ■

Newtech Ltd, a well established ICT provider in the local market, offers Device Management and other mobile device management services including data transfer, data security and data synchronisation. Newtech provides software and solutions for all operating systems, platforms and devices. For further information, please call 2552 3000 or email sales@newtechmalta.com



AN EVOLVING TRADING PLATFORM FOR AN EVOLVING CAR MARKET

Fresh off a recent private funding round, Web Consulta Co Ltd, owners and managers of the successful platform www.autotradermalta.com, is set to launch several new products and services for the local motoring industry. This financing aims to amp up its marketing and design, development and programming engineering in order to continue to maintain a competitive edge. The website has grown from 300 cars for sale to 3,000+ cars and also offers thousands of car parts and accessories for sale online, not to mention the recently re-

vamped car loan and car insurance pages.

Unlike every other local car classifieds website, www.autotradermalta.com delivers timely, very well-organised information to its audience which it can extract to provide essential data for key industry decision makers. The website has also rapidly become the leading online source to buy, sell and engage in all areas of the automotive market.

Its co-founder Philippe Mifsud however is now focused less on competing with local platforms and classifieds markets, and

more on the build, display and usability of their interface as well as deploying as many new applications as rapidly as possible. "We are and will continue to use unique KPIs which help our clients easily and effectively monitor all analytics and campaign progress," says Mr Mifsud.

From the first six months of search sessions conducted to the last six, the following unbiased information can be extracted. The list also represents the number of searches conducted per manufacturer. Each session can represent more than one search, however from this data one can easily gather the most sought after car manufacturers locally: ■

For more information on advertising and reporting solutions visit www.autotradermalta.com or send an e-mail to info@autotradermalta.com

FIRST 6 MONTHS	MANUFACTURER	RANKING
	TOYOTA	1
	BMW	2
	VOLKSWAGEN	3
	HONDA	4
	FORD	5
	PEUGEOT	6
	MERCEDES	7
	LAND ROVER	8
	MITSUBISHI	9
	MINI	10

LAST 6 MONTHS	MANUFACTURER	RANKING
	TOYOTA	1
	BMW	2
	VOLKSWAGEN	3
	HONDA	4
	ALFA ROMEO	5
	FIAT	6
	PEUGEOT	7
	AUDI	8
	LAND ROVER	9
	FORD	10

