



Experience lounge

Nokia at CES 2010


# Improving Business Productivity For Small Businesses

Nokia at CES 2010

Las Vegas January 7th/10th  
[events.nokia.com](http://events.nokia.com)

Presenters: S.U. Gupta & Ravi Chickmangalore

# Everyday Challenge...



Find a  
time slot that  
works for  
everyone?

Tired of back and forth emails and phone tags?

Cannot share phone calendar in real-time?

Cannot share phone calendar with important customers, vendors and suppliers?

Current solutions are too expensive and not real-time.

Calendar sharing implies uploading calendar to a server or synchronizing calendar with a corporate calendar.

Manual scheduling increases costs and reduces productivity.

Loosing productivity – time and money.



Real-time phone calendar sharing and scheduling using SMS.

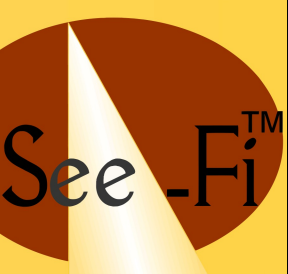
Direct phone-to-phone – no server, no uploads.

Instantly lookup schedule availability and schedule meetings.

Solves schedule conflicts and simplifies everyday essentials.

Easily integrates with phone calendar which is synchronized with enterprise system.

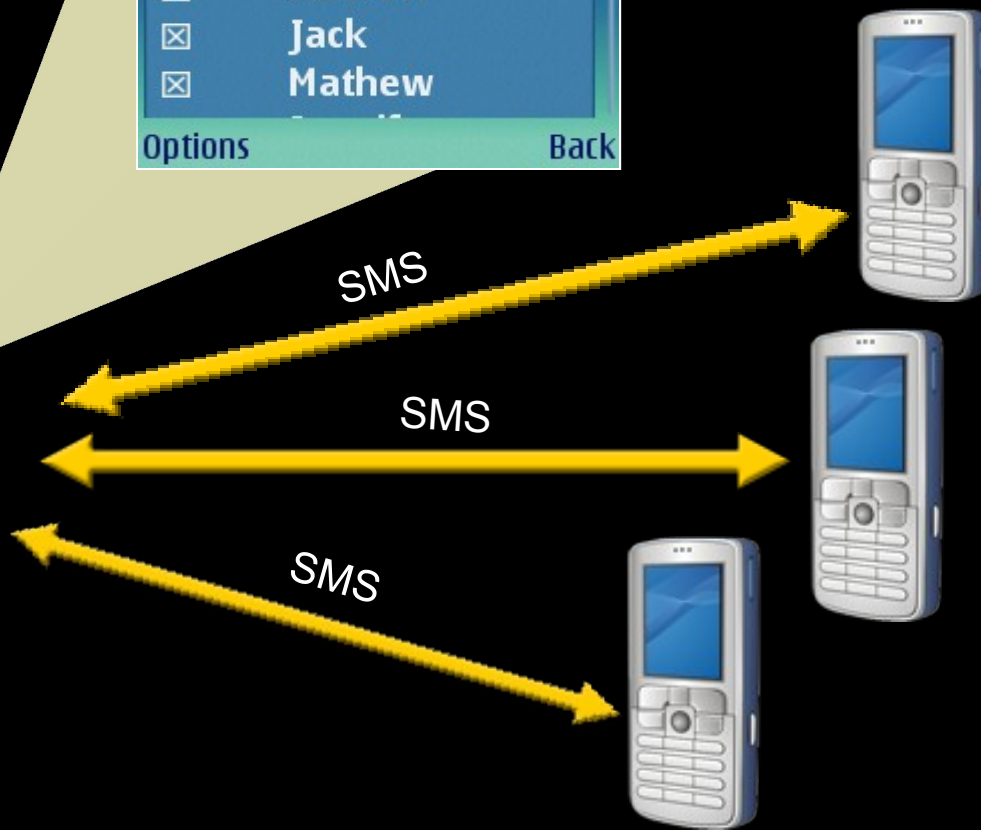
Logging, privacy controls and much more...



# Instantly Lookup Schedules

**Who is available?**

A screenshot of a mobile phone screen displaying the "Check Schedule" application. The screen has a blue header with the See-Fi logo and the title "Check Schedule". Below the header, there are three sections: "Select Date:" with a date picker showing "04/15/2009", "Time Frame:" with a button labeled "9 AM to 12 Noon", and "Select See-Fi Peers:" with a list of three names: "Andrew", "Jack", and "Mathew", each preceded by a checked checkbox. At the bottom of the screen, there are two buttons: "Options" on the left and "Back" on the right.





# View Schedule Availability

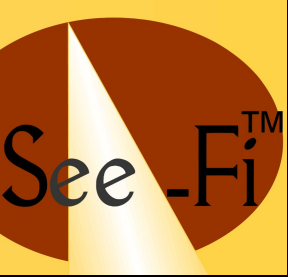
Instantly view schedule availability of multiple people

Wed Apr 15	09:00	09:30	10:00	10:30	11:00	11:30
Andrew	Red	A	A	Red	Red	Red
Jack	A	Red	A	Red	A	Red
Mathew	Red	Red	A	Red	A	Red
Jennifer	A	Red	A	Red	Red	A
Nicole	Red	A	A	A	Red	Red

Refresh Back

**'A'** means **'Available'**

**'Red'** means **'Busy'**



# Schedule Appointments

**Meeting Request**

Select Date:  
**03:00 PM 05/15/2009**

Duration (min):  
**30**

Subject:  
**Product rollout mtg.**

Location:  
**Conf rm 3**

OK Back

Wednesday  
04/15/2009

**Meeting  
Scheduled  
at  
3 P.M.**

Options Back

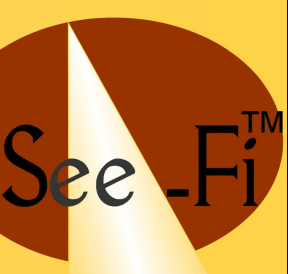


SMS

SMS

SMS





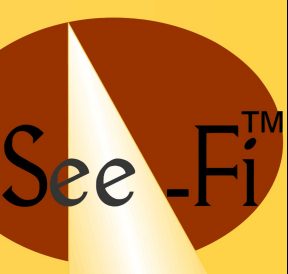
# Activity Log



Incoming request  
from Jack

Outgoing request to  
check schedules





# Privacy Controls



Only See-Fi Peers can access calendar

Selective Sharing  
among See-Fi Peers

Mathew is blocked





# Much More...

Integration with back end systems

Push via BES

Automatic lookup from contact list

Exporting See-Fi Peers

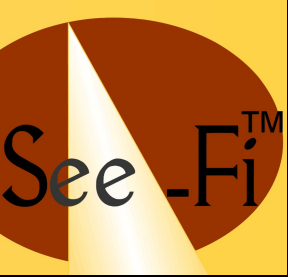
Activity Log Archive

Automatically identify best time availability

Meeting management

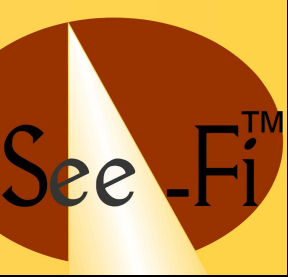
Business collaboration

Cross platform/device



# See-Fi – ROI Analysis

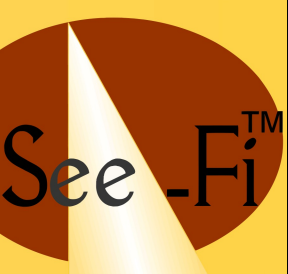
Number of meetings per day	3
Participants in each meeting	5 people
Total participants in all meetings (5 people X 3 meetings)	15 people
Number of emails sent to check schedule availability for 3 meetings	3
Number of email responses received by 15 people	15
Number of emails sent to all participants to confirm meeting	3
Total emails exchanged	21
Time to process one email	2 minutes
Time to process 21 emails/day	42 minutes



# ROI Analysis – contd.

Time to process 21 emails/day	42 minutes
Number of working days in a month	20 days
<b>Total time spent per month to schedule meetings</b>	<b>840 minutes</b>
<b>840 minutes! How many hours/month?</b>	<b>14 hours/month</b>

In the above scenario, See-Fi can save businesses on an average of 14 hours/month. This amounts to 168 hours/year – a huge productivity gain of almost 4 weeks/year.



# More Info

[www.mSeer.com](http://www.mSeer.com)

[www.See-Fi.mobi](http://www.See-Fi.mobi)

[info@mSeer.com](mailto:info@mSeer.com)