

wireless innovation

JUSTFONE

Launched in 2000, Justfone has developed a growing reputation for its expertise in mobile applications and mobile services.

The St. Boswells-based company boasts an impressive client list from the public and private sectors. Its team has developed a variety of innovative solutions in network-based location services, Machine-To-Machine (M2M) applications and messaging applications which are used across a range of industries throughout the UK.

For example, Justfone's range of GSM network and GPS location based services are used by companies as diverse as utilities, transport and distribution. These services are delivered across multiple technology platforms and provide an easy access, low cost, location enhancement to fleet and mobile workforce management capability.



SHOWCASING SCOTLAND'S WIRELESS INNOVATION

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How has the company developed since its launch?

Steve: "When we first launched M2M was still in its infancy, however this growing sector remains central to our interests and encouragingly the large mobile manufacturers are now supporting M2M applications with a more sophisticated range of hardware devices".

"We have been at the forefront of some innovative M2M solutions over the past 3 years and were delighted when our expertise in this field was underlined by our presentation to Nokia's M2M conference in Finland in February 2004".

"Of course we are also very active in other markets such as messaging applications and services. Initially, we began offering a range of consumer applications such as sports messaging services, but we quickly moved away from the consumer side to focus firmly on business-to-business markets. Today our clients range from local authorities and police forces in the public sector to transport and utilities companies and our products range from simple outbound and bi-directional messaging products to more sophisticated workforce and asset management tools."

What's different about your technology?

Steve: "Often innovation is less about creating new technologies and more about finding new ways of working with existing technologies. For example, there are a range of work management tools on the market. Jobtrack, Justfone's new workforce management product, is location aware and allows cost effective real time interaction with field based employees without the need to invest in any new additional hardware or infrastructure. All you need is a fairly simple mobile phone."

"Additionally we can take standard M2M hardware and interface this for example with plant equipment, machinery, control and security equipment in remote sites, and have this reporting equipment location and operation status periodically to a server platform over GPRS in real-time. These solutions can greatly improve management control over field-based assets, increase operational effectiveness whilst at the same time reduce costs, at a reasonable cost to the business."

How has Wireless Innovation helped Justfone?

Steve: "We have made use of some of the initiative's training events. From a technical and marketing point of view, these have proved very useful. We are based in the Borders, and have frequently attended the initiative's events. Wireless Innovation is a very useful resource."



Identified Engineer responding to an Emergency call-out.

What are the company's ambitions for the future?

Steve: "The major focus in the short term is our new Jobtrack™ system. This will provide an opportunity to expand our customer base as well as develop business with existing customers. We also have a range of M2M products in the pipeline that offer a very competitive GPS solution as a compliment to the core Fonetrack product."

How can Wireless Innovation help you achieve your goals?

Steve: "We get most value from the initiative through its specific events, which are extremely useful for updating us on market and technology developments. I am sure we will continue to benefit in this way. For example, attending tailored events in future trends and technologies are important for making decisions on where we apply our resources for future product development."

What is your perception of the wireless sector in Scotland currently?

Steve: "In our areas of interest, there has been a tangible increase in demand for our business applications and service and this is reflected in the company's revenue growth. The potential in this market is huge."

Where are the best opportunities for the future?

Steve: "M2M is certainly very exciting and one with tremendous potential for growth. This will also affect our location-based services because we use M2M to support these. As handsets become more sophisticated, we will continue to make more enhancements to our existing products. It is a very dynamic market and there are numerous possibilities for us. It certainly makes it an exciting market in which to operate."

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