



## **For Immediate Release**

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## **Palm® Inc. mobilizes sales training insight with Anyware's ReForm™**

TULSA, Okla., July 20, 2007 – Using the ReForm™ mobile data collection and reporting platform from Anyware Mobile Solutions, Palm® Inc., the mobile computing leader, now gains up-to-the-minute insight into sales training operations and success at AT&T, Sprint, Verizon Wireless, and Alltel stores nationwide.

Palm employs 40 reps from MarketSource®, a leading provider of sales solutions for the Fortune 1000, to provide training on Treo™ smartphones to store managers, salespeople, and technical staff at over 2,000 carrier stores across the country. Each rep visits 80 to 100 stores a month introducing updates, sharing product positioning and messaging, and supporting in-store sales.

Brian Fitzgibbons, sales training manager at Palm, oversees the MarketSource team. When he needed up-to-the-minute performance data, he turned to Tulsa-based Anyware – a Palm partner since 1997 – and the ReForm mobile data collection and reporting platform.

As part of the Palm team, the MarketSource reps have specific objectives for each visit, and at the end of every visit, each rep asks the store manager or other staff to complete a customized ReForm survey running on a Treo smartphone. The store rep answers a set of yes/no questions and adds an open-ended comment. When the rep hits Finish, the data uploads via the carrier's connection to the centralized Anyware database. At anytime thereafter, Fitzgibbons can log in to his online ReForm administrator account for comprehensive, up-to-the-minute results.

"The survey is a reality check," Fitzgibbons says, providing valuable feedback to everyone with a stake in sales success, from the MarketSource reps to Palm executives. "I regularly download a report with about 1,000 responses. The quantitative results from the yes/no questions reveal larger trends at a glance, and anecdotal data from the open question often provides insights into specific methodologies. The ReForm survey helps me address issues as they arise and match company goals with my goals and my team's goals."

Fitzgibbons also shares results with MarketSource so they can assess their performance, and twice a year he produces summary reports that enable Palm executives to correlate store visits with product sales and gain a clear view of sales training effectiveness.

### **About Anyware Mobile Solutions**

In its twelfth year of operations, Anyware Mobile Solutions is the leading mobile enabling company in North America. With expansive wireless industry relationships, intellectual property and proven success in the application of mobile technology in business processes, we serve business customers with unique solutions and support. Anyware also specializes in migrating third party data and video technologies into mobile products and marketing them to businesses. Anyware, a division of MacroSolve, Inc., is headquartered in Tulsa, Oklahoma. For more information visit [www.goanyware.com](http://www.goanyware.com) or call 800-401-8740. Go ahead. Go Anyware.

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