

AIRTIME-Manager[®]

putting time on your side – *wirelessly*[™]

What is Airtime Manager?

Airtime Manager A4P automatically captures time associated with wireless calls and emails and delivers billable hours directly to the accounting system. The related application, A4P-TimeNote provides the mobile user with a simple data entry form. These applications are designed for BlackBerry and Windows Mobile smart phones.

AIRTIME-A4P automatically captures time associated with wireless calls and emails and delivers billable hours directly to accounting.

AIRTIME-A4Mail helps mobile professionals manage wireless client communications.

AIRTIME-A4Biz differentiates personal from business use of wireless devices for the purpose of expense management and allocation

Who is it designed for?

This solution is designed for professionals in the legal and financial sectors who bill their clients directly for their time. AIRTIME-Manager is designed to save the user time, and prevent them from missing out on billable hours.

How does it work?

In simple terms you just need a Windows mobile device or a BlackBerry Smartphone, and the A4P Airtime application. There are variations and an advisor can discuss the options with you to ensure your specific needs are met.

What about the ROI?

AIRTIME designed a study in February 2008 to determine the financial benefits of using A4P. From the study of six clients ranging from 25 to 100 professionals it was found that ROI ranged from 500% to 5000%. Have a look at www.aerial-telephones.co.uk/pdfs/500-5000.pdf for more details.

What is the user feedback for AIRTIME-Manager?

Have a look at the case study overleaf or go to www.aerial-telephones.co.uk/airtime.php for more.



2008 A4P Client Usage Analysis Select firms experience 500-5000% ROI

Client Usage Analysis	Firm A	Firm B	Firm C	Firm D	Firm E	Firm F	Average
Number of Professionals	30	60	25	50	25	100	48
Transactions/User/Month	17.11	9.1	23.64	14.11	6.17	10.42	13
Billable Hours/User/Month	2.4	1.4	4.6	3.6	5.7	3	3.4
Monthly ROI	2226%	519%	3899%	5383%	2144%	4453%	3104%

February 5, 2008 - AIRTIME-Manager today announced some initial findings in a study designed to determine the financial benefits of using A4P. Six AIRTIME-A4P clients, ranging in size from 25 to 100 professionals, were studied. Taking into account billable hours recovered and A4P license fees, the ROI for these firms ranged from 500% at the low end to over 5000% for one of the firms surveyed.

"These findings totally validate the AIRTIME-A4P proposition," says AIRTIME founder Jerry Fenzel. "Where A4P is used it has tremendous value. We believe that these successes answer any lingering doubts about the financial impact of mobile time capture on a firm's bottom line."

Other interesting findings give clues as to how A4P is used within a firm. As expected, there is a solid core of "power users" that accounts for a disproportionate share of billable hour recovery. At the firms studied, monthly billable hour recovery ranged between four and nine hours for this group. Strikingly, there is also a "middle tier" of users recovering between one and three hours per month with A4P. Even occasional users were profitable: at one firm, the "bottom third" of A4P users recovered, on average, one billable hour per month.

The powerful ROI message has been appealing to firms of all sizes, yet reluctance to implement time capture technology is still felt at many firms. Kirk Fackre, AIRTIME's Chief of Marketing, points to a lack of awareness that automated tracking tools exist, as well as the perception that mobile time is efficiently captured some other way. According to Fackre, "When a firm tells us their lawyers capture time using everything from backs of envelopes to cocktail napkins, who are we to argue? That said, we can now highlight a growing number of lawyers using A4P as a really smart electronic cocktail napkin -- easy for them, and much less painful for their assistants. We hope that by sharing analysis and results, the discussion moves out of the realm of theory into one of profitability."

**Call an Aerial Telephones New Business Specialist for more information or go to;
<http://www.aerial-telephones.co.uk/talktous.php> to request a call back.**

About AIRTIME-Manager: AIRTIME-Manager designs, develops, and delivers a suite of mission critical applications for wireless devices. AIRTIME's applications fall into three product groups designed to meet the needs of professional services firms and business enterprises by mobilizing their offices on wireless devices:

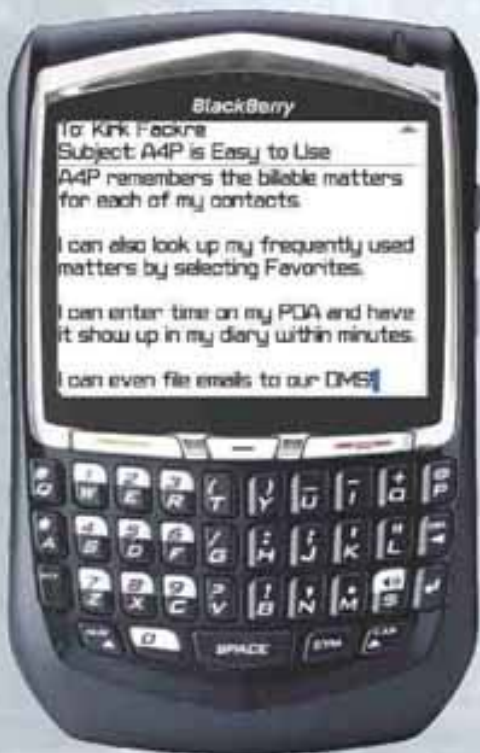
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"Now, mobile professionals talking on the phone in their cars can seamlessly send billable time into our financial management software right after they hang up. As a result, they can increase time entry for the same amount of work."

Alex Raugust, CIO



A4P Revenue Opportunity

Hourly Rate	Hours recovered per week		
	1	2	3
200	£10,000	£20,000	£30,000
250	£12,500	£25,000	£37,500
300	£15,000	£30,000	£45,000

Announcing A4P's Latest Features

- A new search engine for Favorites that allows mobile professionals to look up client project descriptions – just as they look up a contact in their address book or MS Outlook.
- Support for narrative shortcuts. For example, to simplify data entry, typing "tcc" in the notes field will automatically expand to "telephone call with client".
- Auto-Reports: now each user can automatically receive a periodic summary of their time and activities via email. Key administrators can also receive management reports summarizing or detailing each professional's usage.
- Reply-To-All Filtering: A4P can display a reminder message whenever you select Reply-to-All. This message can be dismissed with a single click, assuming the Reply-To-All was intentional. If by accident, you can remove one or more recipients and re-send your message.



ISV/Software Solutions

Figures are estimates Based on US Dollar conversion sourced from AIRTIME-A4P research



Windows Mobile Customer Solution Brief



Customer: Cooper & Scully

Web Site: www.cooperscully.com

Customer Size: 150 employees

Country or Region: United States

Industry: Professional Services—Legal

Partner: AIRTIME-Manager

Customer Profile

Cooper & Scully of Dallas, Texas, is a 150-person law firm that specializes in trial and appellate work. The firm handles litigation throughout Texas and nationwide.

Software and Services

- Windows Mobile® 5.0
- Microsoft® Office system
 - Microsoft Office Word Mobile

Hardware

- Cingular 8125 and 8525 Pocket PCs
- Palm Treo 750 Pocket PCs
- Samsung BlackJack smartphone

For more information about other Microsoft customer successes, please visit: www.microsoft.com/casestudies

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Law Firm Increases Billable Hours by \$8,000 Monthly with Mobile Time-Capture Solution

“We’re saving an hour per user per week with A4P, boosting our billable time by \$8,000 per month.”

Tim Dasch, Chief Information Officer, Cooper & Scully

Business Needs

Cooper & Scully is a Dallas, Texas–based law firm with 150 employees. Attorneys are always busy juggling multiple activities related to multiple cases. “It’s inevitable that billable events are going to be missed, and that time adds up to a significant revenue opportunity,” says Tim Dasch, Chief Information Officer for Cooper & Scully.

The firm uses a desktop timekeeping application, but it doesn’t allow employees to enter time from their Windows Mobile®–based handheld devices.

Solution

“We’re fully committed to Windows Mobile because it’s a low-cost solution, requiring no additional servers. It gives us the flexibility to select from a variety of handheld devices to meet different needs and tastes, and employees can run familiar Microsoft® Office applications on those devices,” Dasch says.

Cooper & Scully licensed A4P-Enterprise mobile time-capture software from AIRTIME-Manager, a Microsoft Certified Partner. Attorneys can now automatically capture time

spent on phone calls and e-mail messaging as they happen. “We not only capture the call time, but attorneys are also reminded to capture other billable time that likely happened as a result of the call.”

Benefits

Cooper & Scully has been able to bill up to U.S.\$8,000 more per month, speed client response, and reduce timekeeping worries.

- A monthly increase in billable time of \$8,000. “We’re saving an hour per user per week with A4P, boosting our billable time by \$8,000 per month,” Dasch says.
- Faster response to customers. “We constantly collaborate on documents with clients, and the ability to open and view Microsoft Office Word documents on the road is invaluable,” Dasch says.
- Reduced timekeeping anxiety. With A4P, attorneys no longer have to spend time reconstructing their hours at week’s end.
- Lower IT costs. “AIRTIME-Manager configured the solution in no time, and there’s next to zero administration to maintain it,” Dasch says.

