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### Data Guard Delivering Real-Time Results For Cellular Retailers

Cambridge, MA - ([XSP News](#)) - August, 25, 2004 - Ask any investor or senior business executive about fundamental growth strategies, and inevitably the word "focus" is mentioned. Massachusetts-based Data Guard is not only focused, it has firmly planted its flag as a de-facto solutions provider for cellular retailers as this week the company announced enhancements to its already-popular CellularManager™ Cellular POS Software.

Founded in 1998, Tim Maliyil, CEO states, "Our products are designed to streamline business operations and reduce the inefficiencies of the cellular retailer." He continued, "We are unique in that our flagship product CellularManager™ Cellular POS Software is Internet-based, allowing dealers and retailers to optimize their businesses processes with secure and efficient POS, CRM, accounting, and inventory management applications".

Clearly a competitive marketplace, cellular customer loyalty is often tied to intangibles such as efficient customer support, rapid access to customer contract data, and commissioning tools for sales force management. In turn as customer contract management is often proportionate to store productivity and margins, having the appropriate tools on-hand can often result in profits or loss for store owners and operators.

Licensed as an ASP, the Data Guard CellularManager™ Cellular POS Software platform is a robust application offering multiple layers of functionality that includes: User Security, Inventory Management, Point of Sale (POS), Reporting, Commissions, Marketing and CRM.

Among the recent enhancements to its newest version of CellularManager™ Cellular POS Software, Data Guard has cleverly eliminated the double-entry of data through point-of-sale systems by integrating customer fields onto the carrier's website.

Mr. Maliyil continues, "Our carrier interface allows users of CellularManager™ Cellular POS Software to share customer data with the activation websites of almost all cellular carriers. This not only reduces data entry errors, but as well reduces transaction time for customers and employees at the point of sale, thus saving cellular retailers valuable time and money."

CellularManager™ Cellular POS Software supports most end-user operating systems including: Windows 98, ME, NT, 2000, XP and even Mac OS.

Browser-based and supported by 128-bit SSL, its permissions-based access of controls is complimented by "Lock Out" and "After Hours" security features that eliminate fraudulent reporting of sales, and provides detailed user and employee tracking, RMA's, restocking, as well as support for bar codes and purchase orders.

Mr Maliyil also tells XSP News that as theft and inventory management is a primary concern, features of CellularManager™ Cellular POS Software also provides for ESN tracking, serialized inventory management and verification.

He added, "Beyond our ability to provide real-time reporting data such as inventory levels, shipping between stores and vendors, CellularManager™ Cellular POS Software integrates accounting functions that are often complicated processes, involving an intertwined community of master sales agents spanning multiple stores and regions."

A member of the Intuit Development Network, CellularManager™ Cellular POS Software also supports data exchange for QuickBooks products - a feature ideal for carriers and wireless retail stores who have their own accounting systems in place.

Core to Data Guard's success though is the CellularManager™ Cellular POS Software application that supports cash drawers and scanners, eliminating user or employee error at the point of sale. Additional features allow profiles to be created for multiple carrier pricing structures, rate plans, invoicing, refunds, credit memos, activation rebates, layaway and support for Local Number Portability (LNP).

Reporting features are also impressive with a variety of transaction summaries, P&L's, commission reports, phone activations, carrier commissions, price changes, product listings, sales forecasting, phone activation, multi-level commission and master agent reporting, payments and A/R.

Tightly-integrated CRM features for CellularManager™ Cellular POS Software eliminate the need for additional messaging with a company-wide message board, customer history database, email, incident tracking and task management. Used in conjunction with the Marketing features, CellularManager™ Cellular POS Software provides bulk-email promotions, and campaign management.

As a leading marketer and developer of cellular-specific products and services, Data Guard's enterprise management tools allow for centralized access of customer contracts - key to retailers who lack archival systems and software.

Currently, the firm offers a two-month trial and a no-charge upgrade policy. For additional details, please see the company website at: [www.dataguardsystems.com](http://www.dataguardsystems.com)

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