



CORTADO

The Business Class of Mobile Services



» ENTERPRISE SOLUTIONS

Customers can now print on-site, regardless of network coverage, with Content Beamer* Local for BlackBerry!

Checkpoint Systems, Inc. is the world's leading provider of radio frequency (RF) based loss prevention systems to the \$1 trillion global retail industry, and a multi-million dollar and multinational manufacturer and marketer of technology-driven integrated solutions. Its solutions protect clients and assets while facilitating the merchandising, tracking and securing of consumer goods at key checkpoints in the supply chain.

Problem: The customer needs to print to local printers outside of the network area

Checkpoint's client, Limited Brands, relies on BlackBerry® smartphones while in the field. Printed audit reports from the Checkpoint Auditor are required on-site during audits. This became problematic when printing to local printers, which are necessary regardless of network coverage. Checkpoint itself does not host a BlackBerry® Enterprise Server, but instead provides applications, such as CheckPro Auditor for BlackBerry (CPA), that customers install directly on their BlackBerry smartphones. Some customers have their own BlackBerry Enterprise Server, others don't. As such, CPA needs to function in both environments, with all carriers. Limited Brands, which has been using a BlackBerry Enterprise Server for about two years, currently has approximately 100 users with BlackBerry smartphones who are able to utilize Content Beamer's features. All other users are equipped with different smartphones. Limited Brands' executives received BlackBerry devices first, then distributed additional devices at the managerial level, and are now going to equip their entire loss prevention team with them. Limited Brands is Checkpoint's only customer who currently prints via local printing.

Solution: Content Beamer* Local enables printing regardless of network coverage

Checkpoint discovered Content Beamer through Point Alliance. While evaluating various solutions, Point Alliance was introduced to Cortado at the Wireless Enterprise Symposium (WES) in May 2007. After successful evaluation, Point Alliance introduced Content Beamer's local printing solution, Content Beamer Local, to Checkpoint. The solution allows documents stored on a BlackBerry smartphone to print directly from the device, regardless of network coverage. All printing from BlackBerry smartphones is done via Bluetooth to various Bluetooth-enabled printers in the field. Project development for Limited Brands occurred during a three-month start-up and trial period in mid-2007. Initially, during the first steps of project development, there were some external factors that needed to be considered.

REFERENCE

Cortado. A Division of ThinPrint
Cortado, as an independently-acting division, combines the total mobile computing competence of ThinPrint GmbH, and offers one-stop mobile business software solutions and professional hosting services for all of today's mobile demands. The services we offer encompass a wide range, from Hosted Exchange and professional e-mail and PIM services with innovative push mail capability, to the truly unique Cortado Enterprise Solutions and Premium Services, which turn mobile devices into fully-fledged workstations. Cortado products, both in-house solutions and hosted premium services, allow you to manage documents and flexibly send them to all established mobile platforms. Security-certified hosting centers in Germany, the United States and the Pacific region guarantee high availability and security for all hosted Cortado services. With the extensive experience of ThinPrint GmbH and its international presence with offices in the United States and Australia, Cortado operates globally. A global partner network supports the international availability of Cortado offerings.

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 **BlackBerry**
Alliance Member



The CPA application running on BlackBerry smartphones needed to print to a local printer, even when the device had no coverage. Another consideration was also that the solution needed to have the ability to print to a variety of different printer models. Limited Brands ideally wanted formatted print outputs, such as tables and images, but this limited the printer models that could be used and whether network coverage was available also had to be taken into account. Fortunately, local printing from Content Beamer, their current solution for printing, does allow the device to print out of the coverage area with the selected printer models. Currently, Checkpoint is considering another Content Beamer solution that allows formatted printing, which would be included in the second phase of the project.

An Integrated Solution

Point Alliance used the Content Beamer for BlackBerry Software Development Kit (SDK) to seamlessly integrate the print function into the CPA application. The simple integration makes it a user-friendly application. The SDK includes special application programming interfaces (APIs) so that applications can be run locally on the BlackBerry smartphone, such as in this scenario. "As a BlackBerry Systems Integrator, clients come to Point Alliance for complete solutions. After an exhaustive search, we determined that the features and functionality of Content Beamer's print solutions wireless BlackBerry printing were the perfect addition to our custom solution." Shaan Parekh, Partner, Point Alliance, Inc.

Facts	
Customer	Checkpoint
Sector	Electronics/Surveillance
Project leader	Maurice Ilagan, Software Engineer
Project goal	Enable printing to local printers regardless of network coverage
Number of users	Approximately 100, with the number to increase in 2008
Project duration	3 month development. Content Beamer is still the solution for local printing
Printers	HP and Cannon via Bluetooth
Client	BlackBerry 8700, 8800 and 8830

*Due to higher demand of ThinPrint's mobile solutions and expansion from the initial emphasis on mobile printing, all of ThinPrint's mobile solutions have been consolidated under "Cortado. A Division of ThinPrint". Cortado is comprised of three sectors: In-house solutions (Cortado Enterprise Solutions), hosted services (Cortado Online Services) and free services (Cortado Free). Content Beamer has thus been renamed and is currently known as the Cortado Corporate Server. Learn more at www.cortado.com/enterprise



Point Alliance
 Point Alliance is a premiere information technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Their approach is to architect solutions that build on clients' existing investments in technology. Point Alliance's solutions drive value by leveraging their extensive business and technology experience, thus minimizing the development time and cost. By focusing on user experience and the integration of business and IT strategy, Point Alliance implements solutions that add significant value to both the user population and the organization

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