

BUSINESS TO BUSINESS DOING IT SO YOU DON'T HAVE TO

If you are reading this report and thinking the boom in mobile services is passing you by: despair not. Many of the companies in this year's 50 to Watch serve the business marketplace with a view to helping your firm make the leap into the mobile world. With the right advice you could be advertising, broadcasting and coordinating your workforce through mobile devices.

Bango creates platforms for advertisers and content providers so they can put content onto the mobile web and make money from it too. Siren helps broadcasters make the most of the mobile world. ITV's *I'm a Celebrity* show employed Siren to create voting, quizzes and competitions for mobiles, and Five has signed up Siren as its exclusive mobile partner. MBlox provides the vital link for businesses that do not want to create their own mobile billing systems, enabling consumers to pay for content from their phones. TxtNation also offers billing systems to businesses, primarily through premium and standard-rate SMS.

Wyless has a rather more left-field proposition. It can connect any device you like to the mobile network. For example, pest-controller Rentokil wanted to know when one of its rat traps had caught a victim. Wyless hooked the devices up to

How do you know your trap's caught a rat? By hooking it up to the wireless network, says Wyless



the mobile network, so Rentokil would be able to monitor thousands of traps in real time. Wyless also connects vending machines, air conditioning units and vehicles to the mobile network. Stream Media is another name to watch in this rapidly growing niche.

TBS Mobility helps companies run their applications on mobile devices, another area set for strong growth this year. Lebara and AwayPhone both set out to cut firms' communications costs, primarily by delivering lower-cost international and roaming calls.

One of the strongest categories of B2B entrants is marketing consultancy. With firms like Marvellous and Top 10-ranked Sponge Group able to introduce you to the mobile world, there's no excuse for standing on the sidelines. ■

Never again will you need to queue for a ticket: a godsend for anyone who's had to wait 40 minutes in a line at Euston Station on a Friday night.

Mobiqa provides a broader range of tickets and coupons, especially for large public events such as the O2 Wireless Festival – as does competitor Trinity Mobile. It's a method of selling that is on the brink of going mainstream. As O2's sales director Mark Stansfeld points out, £100,000 worth of mobile tickets were sold in the first week of sale for last year's O2 Wireless Festival (headlined by American rock

stars The Strokes, left). "When you have the right proposition people will use M-commerce," he says.

The Light Agency, meanwhile, allows brands to text out discounts in the form of barcodes. It's a technique that will shortly be adopted by every retailer, from the supermarkets that wish to turbo-charge their loyalty programmes, to tiny brands looking to upstage larger manufacturers.

If The Light Agency can become the partner of choice in this booming niche, its growth could be spectacular. ■



"As O2's director of sales Mark Stansfeld points out, £100,000 worth of mobile tickets were sold in the first week of sale for last year's O2 Wireless Festival"

