

# Mobile Data Pays Dividends for Carreker Corporation

Financial Software Leader Improves Sales Effectiveness Using iPass® Mobile Data Services

**The Challenge:** Provide remote access to sales and consulting personnel who are not allowed onsite access to customer networks

**The Solution:** iPass Mobile Data services

**The Result:** Increased effectiveness and raised morale of sales and consulting staff



Carreker Corporation is a well-known solution provider within the financial services industry. Founded in 1978, this Dallas-based provider of payment solutions for financial institutions serves a premier clientele comprising more than 250 banks worldwide. The company's integrated consulting and software solutions are designed to raise revenues and reduce expenses, while improving security and increasing the value of their relationships.

## THE CHALLENGE

When you serve financial institutions, you need to demonstrate real value to win and keep clients. No one understands this better than J.D. Carreker, founder and CEO of the company that bears his name. According to Carreker, "We ask our clients to measure us by one yardstick: How much value do we bring you?"

To effectively sell a growing portfolio of integrated consulting and software solutions, Carreker sales reps required access to network resources. They also needed to maintain communications with customers while they're on the road. Unfortunately, most companies don't allow visitors or consultants to access the Internet through their corporate network. "It's a risk management issue for security reasons and virus protection," explains Jeff Zurflueh, Carreker's information services manager. "Besides, one of our company's core competencies is technology excellence and innovation. Sales reps who are demonstrating our company's solutions don't want to be in a position of begging for Internet access."

*"With the iPass Mobile Data service, the price was right, the performance was right and the convenience couldn't be better."*

JEFF ZURFLUEH  
Information Services Manager, Carreker Corporation

Carreker had tried older cellular technologies such as GPRS and early Edge cards, but connecting was too time consuming and cumbersome. The company needed a way to provide secure, high-speed access to its corporate network from virtually anywhere.

## THE SOLUTION

Carreker had a successful relationship with iPass, using its Corporate Access service to support 200 remote professionals. In 2005, Zurflueh asked his iPass sales rep about the new Mobile Data service. This service easily and securely connects users to corporate resources through cellular network technologies using the familiar iPassConnect™ universal client, mobile data PC Cards and cellular service providers.

Within days, Carreker received several mobile data demo cards to evaluate the service. Zurflueh's team upgraded select users to the latest iPass client and plugged in the new mobile data cards. "Deployment was extremely easy," recalls Zurflueh. "There was no extra work for IT staff. I just handed users the card and said go."

Trusted connections. No compromises.





Several advanced features make the iPass service easy to implement and use. Automatic device detection provides plug-and-play access, so users don't need to know the name or type of the supported mobile data card. Automatic network detection shows users what network options are available and helps them connect with ease. There is also no need for manual configuration, once a user selects an available wireless network, the iPassConnect client does the rest.

"Once we tested the service, we were sold," insists Zurflueh. "I really couldn't see the point in evaluating another solution. The price was right, the performance was right and the convenience couldn't be better. The iPass Mobile Data service was already set up on our iPass account for consolidated billing. However, what was really smooth was the fact that the Mobile Data service users receive a consolidated login through the iPassConnect client. Plus, it works with our existing VPN solution without changing a thing."

#### THE RESULT

"Our sales and service organization absolutely love iPass Mobile Data," says Zurflueh. "Today they're able to show customers information that simply wasn't available before. It's a great way to demonstrate how we use technology to deliver business value."

Carreker's IT team shares a mobile data card for support issues. Zurflueh discovered first-hand the convenience of the iPass Mobile Data service while attending a recent conference. He was able to respond instantly to a co-worker who required a large Visio diagram that only resided on his notebook. "During breakfast, I simply plugged in my mobile data card and sent the diagram to the co-worker, which allowed them to keep the project moving forward."

Aaron Fetter, service desk manager, describes supporting the new service as a non-event for Carreker's help desk. "The iPass Mobile Data service is very easy to use—just like normal iPass

remote access. Since people already know how to use it, it's very easy to support from a help desk perspective."

This versatile service also provides broadband connectivity to mobile workers in rural areas where connectivity options may be limited. One home-based Carreker employee only had access to dialup or satellite connectivity. Dialup was too slow and the satellite provider didn't allow VPN services—something the company requires for remote network access. "The iPass Mobile Data service made it easy to solve this problem. We simply sent the employee a card and now she can securely connect to our network at speeds comparable to DSL," says Fetter.

Zurflueh and Fetter both indicate that iPass Mobile Data services has raised morale in the sales and consulting organization. "There's a lot less frustration from our sales and consulting people," says Fetter. And according to Zurflueh, "We continue to get more requests to add the service as more people discover it."

Put simply, for secure, reliable corporate access from anywhere, you can take iPass Mobile Data services to the bank.

#### ABOUT IPASS

iPass Inc. (NASDAQ: IPAS) provides trusted connectivity services that help enterprises maximize their return on investment in workforce mobility. With flexible iPass connectivity, security and endpoint management services, customers can build and manage their own broadband remote access solutions for mobile workers, branch offices and home offices. The iPass virtual network spans 160 countries and includes the world's largest Wi-Fi footprint. Founded in 1996, iPass is headquartered in Redwood Shores, Calif., with offices throughout North America, Asia and Europe. ■

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