

GAFYD.net a road to *Instant Mobility*

*“Instant mobility is gonna get you,
Gonna knock you off your feet,
Better recognize your devices
Wi-Fi’s in everything you meet
Why in the world are we here,
Surely to live connected to the air,
Why on earth are you there,
When you’re ev’rywhere,
Come and get your share.”*

*Sung to the tune of - John
Lennon’s “Instant Karma”*

Increasingly, wireless technology is revolutionizing how PEOPLE connect. All communications; including written, voice, audio and video have devices and applications that keep morphing to meet our changing work- and life-styles.

Why then do we still have frustrated mobile workers and 1000’s of mobile worker wannabes? - High Cost? YES, Options Overload? YES, Re-Learning Complexity? YES, Lack of integration? YES. Too often the effort and time to just prepare to go mobile exceeds the resource and patience of a

company or individual. GAFYD.net changes that.

A core reason for these problems is that “mobile” based solutions are unique and typically exist independently from the primary systems – like two separate worlds. GAFYD.net powered by [Google Apps](#) helps bring those worlds together and can help conquer the problems. Often the worker shoulders the responsibility (and work) needed to keep these two worlds aligned and working together. If nothing else, the worker needs to assure he/she always has their “personally configured” laptop PC ready, battery charged and files synchronized. Can you imagine 20 years ago, being at a neighbor or relative’s house and instead of using their phone, you’d only be able to make a call if you brought your own “personally configured” telephone?

Yet today that’s how we do mobile computing – you must have your specific laptop, that has your company’s specific VPN software, loaded with your personal software and the most current version of every file you might need. Then you must “seek” a compatible connection – can’t use a simple wired link, your customer or client’s IT department doesn’t want your foreign computer on their private network. So you pray for a WiFi hotspot to be nearby – hoping it’s one you have subscription to or can get on for free. And don’t forget to stay stationary, because if you’re driving or riding in a cab, bus or train the WiFi signal will quickly be lost.

INSTANT MOBILITY # 1

Remote computing, whether local or global is greatly simplified. GAFYD.net is powered by a SAAS (Software As A Service) architecture called Google Apps, accessible from virtually any PC with a browser and Internet connection. The core functions of contact list, email, IM, calendaring, document sharing and other basic computing functions are done by computers in the cloud. Any type PC (Win/Intel, Apple/MAC, Linux or Unix box) with standard Web browsing ability gives you a user-experience and capability EQUAL to performing those functions at your office. So go



ahead get wild, run off on vacation or catch that last minute plane flight for a business meeting without even taking your laptop PC – just do remote computing.

This has particular advantage to individuals that often work at a customer site location. Typically they're prohibited from connecting a foreign PC/Laptop to the customer's network – it may be a security violation. Additionally they are prevented from loading software (ie. an IM program with your contacts) to the PC you are assigned to use. Using our SAAS e-communications solution you're able to access your contact list, email, and even do IM without compromise to your customer's software standards or security. Using a GAFYD.net deployment the user experience at the office is the same as on a remote PC – no special configuration required.

INSTANT MOBILITY # 2

GAFYD.net creates an instant “mobile data-messaging environment” using equipment you already own - standard office Internet/PC's and virtually any cell phone with a screen display. Everyone knows the cell phone has forever changed how we handle mobile “voice” communications. Well, “digital natives” (those age 20 & under) know cell phones have created a robust data message system called text messaging, known as SMS in tech lingo.



Text Messaging is an undisputed run-away phenomenon¹ in the age group that will shortly be the next wave of corporate employees – yet today's business hardly uses it. WHY? Mostly because they don't understand how to best use it (certain content limitations exist) and assume it requires special codes and typing via telephone keypad – far too slow and limiting. GAFYD.net addresses and resolves those issues. Compared to purchase and deployment of Blackberry, PDA, Smartphone or mini PC devices that perform desktop style email and calendaring - text messaging can be extremely affordable and simple to implement. The fact remains, text-messaging (thought of as “just for kids”) is the most affordable, simplistic and reliable manner around for sending brief written information to the widest population of mobile voice devices - standard cell phones.

GAFYD.net deployments of Google Apps help create a bridge between the worlds of standard email and text messaging. Office workers, using standard PC/email can send/receive data to anyone in-motion who uses only a standard cell phone. This gives a company “instant data messaging” at low cost because it uses equipment they already pay for and have deployed. Plus on the PC side of this bridge, the person still has all standard email management benefits; endless storage, simple filing or tagging, date sorting and search capabilities. So emails and text conversations can be stored and retrieved – potentially very valuable for legal compliance.

¹ Gartner Research estimates text messages to/from mobile devices will double in 5 years, reaching 2.3 TRILLION by year 2010.

INSTANT MOBILITY #3

Just ask and receive – using Web voice control. Typing is difficult, writing even worse (and both more dangerous) when you’re in motion – driving, walking, or otherwise. So what if you need 411 style assistance like right now – and no way to save it? GAFYD.net deployments can include the latest in voice controlled 411 service. No phone number to dial, just press “talk” say the location and business and the system sends a map or driving directions to your cell phone’s display, another “instant mobility” experience.

This service does require a cell phone with JAVA capability. Currently 8 manufacturers, with over 50 compatible phone models used by major cell carriers are listed. The system, founded in 1999, is field tested and proven by numerous Telco 411 services, American Airlines, United Airlines and others.

Again you gain advantage of using mobile equipment you likely already own, plus extend the network edge to cars, trains, buses, boats, etc. Now the connection limitations are based on an available cell phone signal, not a WiFi hotspot or PC/internet connection. Yes mobility is good but “Instant Mobility” is better and it’s part of what we seek to give you with a GAFYD.net solution.

Instant Mobility	Low cost, low maintenance and easy to implement
1 - Distance Computing is immediate & simple	GAFYD.net powered by Google Apps SAAS (Software As A Service) – gives immediate software access from virtually anywhere in the world via any PC.
2 – Data-Messaging with mobile devices you own.	GAFYD.net creates a “mobile data-messaging environment” bridge between standard desktop PC’s and virtually any cell phone with a screen display.
3 – Just ask – and receive, using voice control 411.	Using commonly available cell phones (with Java capability) you get Web style maps and driving directions to your phone display while in motion.

GAFYD.net ([Google Apps](#) For Your Domain) has been designed to meet the mission of “reducing the burden and increasing the simplicity of having integrated e-communications (email, IM/chat, shared Calendaring, VoIP services) for any size company. Available now via a single payment purchase or financed via monthly payments (up to one year).



Thomas Smith – Founder/Senior Principal of TechEn enterprises LLC
Tom’s work with network based software applications and communications started as a developer and later, product manager for interactive online statistical analysis tools used by leading oil/gas companies in the 1970’s-80’s. Tom formally entered the field of voice communications in 1998 as a pioneer adopter of VoIP technology. He became a reseller for the first commercially available IP-PBX system. He subsequently brought to market - HomeGATE, an IP enabled and voice driven internet portal wireless residential phone system.

Today he applies near 30 years experience in technology management, product development, consulting and marketing to the deployment of main-stream IP network and VoIP solutions. Contact him at 303-932-8146 / tsmith@techen.net.