



Interprise launches HSDPA mobility for small business

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For the first time in South Africa, HSDPA mobility is being packaged for the small business and professional sector thanks to the internet service provider - Interprise.

The Rosebank-based innovators launched their HSDPA Business Bundles this week (24 July 09), bringing small business a mobility tool that was previously monopolised by Big Business. The bundles are available nationwide via Interprise-accredited agents and resellers.

HSDPA (high-speed downlink packet access) is the new protocol for mobile phone data transmission sometimes referred to as 3G. Major companies use the technology to enable mobile email while giving swift access to corporate intranets. The technology currently facilitates data downloads at up to 7.2 megabits a second.

The Interprise offering runs on the MTN network and comes in three versions – a three-, six- and 10-pack.

Each package allows a predetermined number of users to share a contract and capacity. For example, the three-pack enables three users to share one gigabyte of capacity per month.

Interprise director Pat Wallace notes: “The recession puts the focus on productivity. The out-of-office workforce has to make a full contribution to the bottom line without downtime. This solution creates that ability.

“Our HSDPA bundle puts your office and desktop capabilities in the palm of your hand. It’s a high-performance tool for sales representatives and the preferred communication platform of professionals, entrepreneurs and executives who need fast access, fast information and fast results.”

Interprise has a 10-year track-record of product customisation and innovation for small business. It accelerated the development of its HSDPA Business Bundles to meet rising demand for communication and performance efficiency in the face of a slowing economy and mounting cost pressures.

The Interprise package consolidates multiple SIM cards on a single data solution account, instead of having one connection on one dataset. Management of multiple users over a single contract eases the administrative and cost-control challenge of companies with lean head office structures.

“HSDPA offers numerous additional benefits to small business,” says Wallace.

“Today, customer service is critical but inventory management is rigorous as costs have to be strictly controlled in a tight economy. A field force that tells a customer ‘I’ll get back to you on that’ risks losing the business.

“Out-of-office personnel need to know precise stock availability and other information critical to service delivery. Larger businesses are already investing in these tools to provide competitive advantage through no-hassle access to company information.

“Our cost-effective HSDPA Business Bundles put the advantage of responsive service back into the hands of small business.”

About Interprise:

Interprise is an Internet Service Provider targeted at the small business community. Based in Rosebank, Johannesburg, Interprise is headed up by Pat Wallace and Sandra Myburgh, who founded the company in 1999.

Interprise offers tailor-made solutions for the SoHo and SME market, as well as for small entrepreneurs and individuals.

The services include hosting packages, internet connectivity through dial up, ADSL or leased lines, iBurst, 3G/HSDPA, e-mail services, website development and website marketing. The company understands that reliable Internet connectivity and hosting service are vital to the success of individuals and businesses alike.

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