

Falling Wireless Hardware Prices Present Big Opportunity to Small Businesses

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Atlanta, GA (PRWeb) February 1, 2007 -- Objectware, Inc, (www.objectwareinc.com) a wireless application development company headquartered in Atlanta with an active branch in Washington DC, has recently developed and launched a custom wireless application built for QCare, a leading professional carpet cleaning company based in Atlanta, GA, that has revolutionized QCare's business processes.

According to Objectware's Chief Technology Officer, Rob Bramhall, "The most exciting part of the QCare product launch is that it demonstrates the opportunities that are available in the wireless and mobile arena for other small and medium-sized businesses."

Bramhall points out that due to falling hardware prices and more widespread knowledge related to developing wireless technologies, small businesses are being afforded the opportunities to enhance efficiency and automation much like larger companies were during the first Internet boom.

He explains, "When you look at the Fortune 500 companies that took advantage of this sort of technology like Wal-Mart or UPS, the positive impact can't be ignored. In 2007 the same opportunity is available for smaller players, and judging by the successes of QCare and the majority of our other wireless clients, all of whom are small businesses, the companies that embrace this technology and integrate wirelessly are going to prosper in a comparable manner."

QCare is a small business based in Atlanta, GA, that was in need of a more efficient method of organizing and dispatching technicians to clients. Prior to their engagement with Objectware, QCare was forced to hire several operators who made calls relaying emergency service requests, changes in scheduling and other day-to-day communications. The operators were costly and would manage around six calls per client.

Cutting the phone calls down to one call per client, the custom wireless application for QCare transmits current job progress, updates to schedules, emergency job information, secure credit card verification, signature captures, day-to-day communications and more. Technicians are able to operate more efficiently, cutting costs for QCare and boosting customer satisfaction. They can even print fully processed receipts using a portable Bluetooth enabled printer, which reduces paper costs as well.

About Objectware Inc

Established in 1996, Objectware Inc, (www.objectwareinc.com) an Atlanta web development company with an active branch in Northern Virginia / Washington DC, offers web design, custom web development, mobile and wireless solutions, and custom ecommerce applications. By focusing on helping companies create innovative and effective web applications, Objectware allows them to generate significant returns on their Internet investment. Objectware's suite of custom web and wireless development services empowers business by leveraging web technology in order to attract new customers, increase efficiency, reduce operating costs and boost customer



satisfaction.

For more information on Objectware's mobile and wireless development services, please visit <http://palm.objectwareinc.com> or call 877-589-2233.

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