

## Enterprise: Quickoffice, Inc.

“Symbian OS licensees account for over 85% of global phone sales, which provides us with valuable global market reach. Analysts expect a rapid proliferation of Symbian OS devices in the market which greatly increases our revenue potential.”

**Gregg Fiddes**  
VP of Sales and Strategic Partnerships



Quickoffice Premier



### Quickoffice® Premier for Symbian OS™ enables mobile workforce to access, view and edit Microsoft® Office® documents anytime, anywhere

<b>Partner:</b>	Quickoffice, Inc.
<b>Industry:</b>	Mobile Software Applications
<b>Challenge:</b>	Access, view and edit Microsoft Office documents from the road
<b>Solution:</b>	Quickoffice Premier for Symbian OS
<b>Benefits:</b>	Symbian OS phone users can work as easily while away from the office as they can while in the office

Quickoffice, Inc., a privately held company based in Dallas, is a world-leading provider of office document management software for mobile phones. The company's flagship product, Quickoffice Premier, is a leading application that enables users to open, view, edit and send Microsoft files without the need for desktop conversion or synchronization. Fully localized in 36 languages, Quickoffice Premier has been a top-selling mobile office application since its market introduction with over 12 million units shipped. In 2005, Quickoffice Premier received multiple awards and industry recognition, including the Orange “Best Overall Application”, the Nokia S60 “Best Enterprise Application” and most recently, Forum Nokia's most coveted award, the “2005 Developer of the Year” award.

Data-enabled smartphones have become an indispensable part of the workforce, as applications such as email, calendaring and salesforce automation tools, once only available on PCs, are now readily available and included as standard applications on many smartphone models tailored for business users.

#### The Challenge

Creating a mobile experience similar to that of the desktop is imperative to realize the full potential of applications, such as email, available on today's smartphones. Many email messages include file attachments

created from desktop applications, like Microsoft Word®, Excel®, and PowerPoint®. To date, working with these attachments on mobile devices has been challenging due to application functionality and device size constraints. Without the proper software, these file attachments cannot be utilized in their full context because they cannot be properly viewed and edited.

An application that is easy to use and overcomes the smaller screen size and limited processing power of mobile devices is needed to bridge the usability gap. The application must also be compatible with popular email applications and enable users to work with documents in their original file formats so they can be viewed, edited and sent without the potential for corrupting the original files. Users must have confidence that the changes they make to documents on their mobile devices will be intact when sent to colleagues and customers.

#### The Solution

Quickoffice Premier empowers today's sophisticated mobile workforce to access, view and edit Microsoft Office documents on mobile devices, significantly enhancing the wireless email experience and increasing productivity in the mobile workforce. Based on Symbian's market momentum and industry reach, with almost 48 million Symbian OS phones sold in aggregate as of

## Partner Profile

- **Company:** Quickoffice, Inc.
- **Offices:** Dallas (US) and London (UK)
- **Founded:** 1996
- **URL:** <http://www.quickoffice.com/>
- **Primary business:** Mobile office document management

Q3 2005, the decision to make Quickoffice Premier available on Symbian OS was a clear and easy choice. Symbian develops and licenses Symbian OS, the open operating system powering today's most popular data-enabled smartphones.

Symbian OS provided the Quickoffice development team an open foundation, enabling them to target and support many different Symbian OS phone models within a short period of time. The robust developer tools and training offered by Symbian accelerated Quickoffice's time to market and within two years, Quickoffice was able to release three products supporting Symbian OS.

Another easy decision for Quickoffice was joining the Symbian Platinum Partner Program, which provides Quickoffice exclusive access to key decision makers from handset manufacturers, network operators, and other leading technology and service providers in the Symbian ecosystem. Since Symbian users represent a higher than average aftermarket application sales potential, Quickoffice has been able to extend its market penetration and increase profitability through its partnership with Symbian. Handango™, which offers Quickoffice Premier for sale via its website, reports that the average Symbian OS phone user downloads more applications per visit than other smartphone customers. Today, Quickoffice Premier ranks among the top selling applications for Symbian OS phones.

"Symbian OS licensees account for over 85% of global phone sales, which provides us with valuable global market reach," said Gregg Fiddes, VP of Sales and Strategic Partnerships, Quickoffice. "Analysts expect a rapid proliferation of Symbian OS devices in the market which greatly increases our revenue potential." Today, Quickoffice is shipping on 15 Symbian OS phones worldwide, with plans to support additional handsets currently in development. With Gartner forecasting that Symbian OS will own 83% market share of smartphone sales by the end of 2006, the market opportunity for Quickoffice is extremely promising.

### The Benefits

Through its partnership with Symbian, Quickoffice delivers the powerful tools mobile professionals require to capitalize on the productivity gains available through the growing use of smartphones. Users of Symbian OS phones have discovered real value in using Quickoffice Premier for accessing, viewing and editing email attachments created in Microsoft applications anytime, anywhere. The Symbian Partner Program represents a winning proposition for Quickoffice and other application developers looking to leverage Symbian's extensive market reach. By utilizing the knowledge and resources available through the Symbian ecosystem, Quickoffice has been able to accelerate the delivery of its Quickoffice Premier product to the mass market while maximizing its revenue potential.

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