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Voda vets mobile apps

Vodafone UK has launched a third-party mobile applications scheme to offer business applications.

The network promises to evaluate and endorse new applications, such as job scheduling or sales force automation tools, based on technical integrity, customer demand and sector suitability.

“This has been developed as a result of growing customer demand for mobile data solutions,” said Vodafone director of enterprise marketing Mark Bond.

The programme has three tiers. Vodafone Branded is designed for applications with proven customer demand and appeal across multiple markets. Applications include AppSwing, which allows firms to mobilise Windows-based business applications on BlackBerry, Symbian or Windows mobile devices.

Vodafone Preferred and Vodafone Certified cover applications that have been tested and approved by an independent technical expert.

Approved vendors, include Aeromark, Cognito and Ubisys, with solutions from telematics to sales.