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June 11, 2007 (Computerworld) -- **... kids to mainstream business operations.** IT has al[...] with consumer gadgets sneaking into the office. But mobile devices and services are blurri[...] between what is serious business technology and what's just for kids.

For example: Dan Gilmartin has his Buddy Beacon. Stéphane Marceau thinks you'll like his [...] Parker wants you to RakOut. What they're all talking about are free or dirt-cheap communic[...] three executives say that what's popular now with the younger set is destined for old fogey[...]

Parker, CEO of New York-based Raketu Communications Inc., says RakOut (pronounced '[...] (that one is "rock-uh-too") community members dial anyone in the world from their mobile d[...]

or next to nothing. On Wednesday, Raketu will launch its RakWeb service, which will let community members set up calls on the Raketu Web site between a land line and any other phone in the world at extremely low rates. By Q4, Parker says, his consumer-focused firm will be targeting companies with business-to-business mobile communications services. Mobivox Corp. in Montreal offers similar low-cost communication services, but you don't have to punch in all those digits, says Marceau, the company's CEO. Instead, Mobivox users can flirt with the virtual VoxGirl, a voice-recognition speech assistant that will set up calls for them. Later this month, users who have uploaded their Outlook contact lists to their Mobivox accounts will be able to simply say a person's name for VoxGirl to make the call. Over at uLocate Communications Inc. in Framingham, Mass., where Gilmartin is vice president of products and marketing, the company's Where software runs widgets on cell phones that can do everything from finding a buddy's location (the aforementioned Buddy Beacon) to letting you become a nanoblogger (with a widget called Twitter). Gilmartin says Where's APIs will let companies use the online service to build low-cost fleet-tracking services.

FANATICAL SUPPORT

SaaS + SOA = ...

... fewer jobs. So argues Jim Howard, CEO of CrownPeak Technology Inc., a content-management service in Los Angeles. He says that companies once needed hordes of programmers

Greg Parker

who could work with vendor APIs to integrate legacy systems and data with new software. But with software as a service (SaaS) based on service-oriented architecture rapidly gaining popularity, those coders are no longer needed. "Now it's all click and point and — bam! — the data is flowing back and forth," Howard says.

Continued...

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COMMENTS

Programmer productivity or policing?
Submitted by Anonymous on June 22, 2007 - 10:09.

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