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ANWANE ENDS LOSS OF PHONE CONTACTS WITH **ONLINE BACKUP**

BY TIMOTHY MUNUKU

Over the last ten years, mobile phones have shifted from being the coveted preserve of a wealthy few to a key necessity in the lives and businesses of about half of the Kenyan population.

Unfortunately increased crime, especially in urban centres, has seen an increase in the theft of handsets with people losing contacts and other vital personal information stored in the phones.

But that may well be a thing of the past as local firm, Anwane Company Limited, has introduced a simple yet revolutionary service allowing people to automatically save their phone information in a secure online portal.

The new service dubbed 'Anwane' is a simple, one-touch backup service that enables users to wirelessly back up and simultaneously update their mobile phone contacts, calendar in a safe and secure online portal separate from their mobile phones.

"We decided to bring the service so that even if people lose, damage or change their phones, they don't have to also lose their contacts and calendars," says Richard Ng'ang'a, the Anwane Systems Manager.

The service allows the user to view or edit all their data online, any time of day and from anywhere around the world.

What does one need to do to get hooked up?

According to www.anwane.com, the registration and backup process is quick and takes less than five minutes and doesn't require a computer.

The user is simply required to send an SMS to +254727390780 in the format: reg.firstname.lastname.password and follow the SMS instructions you will receive. For instance, Tom Musa would send reg.tom.musa.abc12.3

Anwane supports many of the local mobile phone brands from high-end smart phones to ordinary web-enabled mobile handsets.

"We are targeting everyone with a phone and who values their contacts, whether they are personal or business related," said Ng'ang'a.

According to the product's website, Anwane is compatible with almost any handset including Nokia, SonyEricsson, Siemens, LG and Motorola. While Blackberry, Apple iPhone and Windows Mobile phones do not have this installed, it is possible to install a free third party client that allows you to synchronise.

The service is priced at Sh999 per year which includes a free email address, unlimited synchronisations and the ability to backup multiple phones.

After registration, the account is activated by sending the Sh999 via the M-Pesa or Zap money transfer services.

According to Ng'ang'a, the service has already attracted 1,000 users since its soft launch late last year.

Every time you synchronize, the data on your phone will match the data online. Simple!



EXPERT: Richard Ng'ang'a, the Anwane Systems Manager.

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