

An aerial photograph of a large, paved public square filled with a diverse crowd of people walking and standing. The square is paved with large, light-colored tiles. In the center, there is a tall, grey, cylindrical pillar. The background shows some greenery and buildings, suggesting an urban setting. The overall scene is busy and represents a large gathering of people.

# Mobility at Work: Mobile Device Management

**NOKIA**

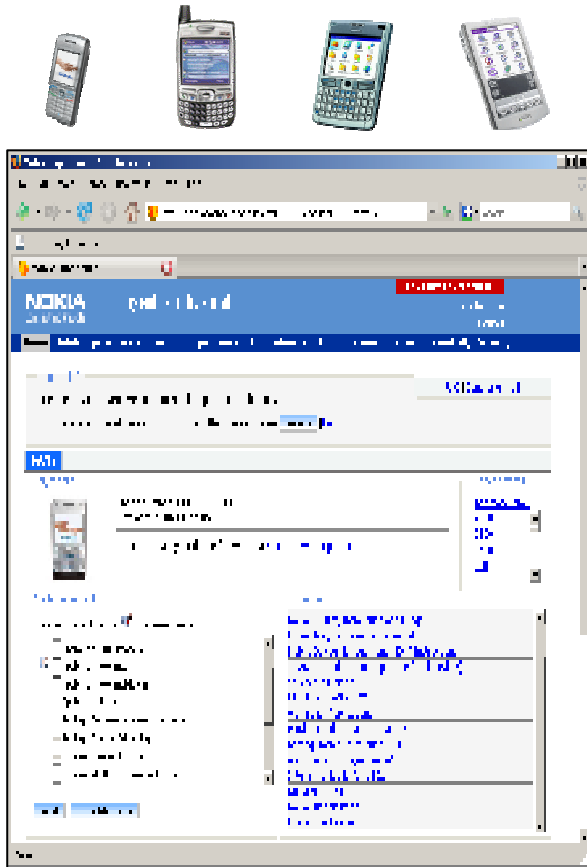
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# Device Management enables Business Mobility

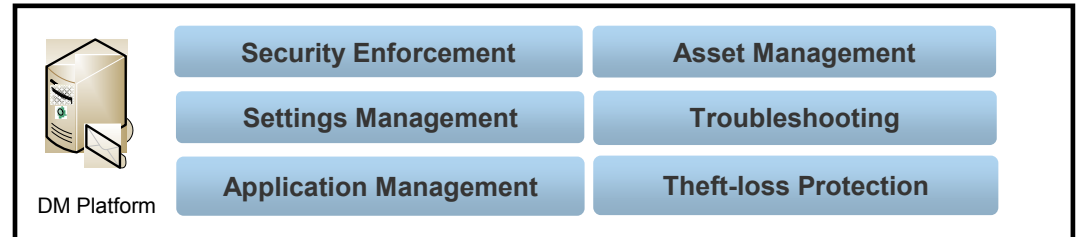
- Device management is critical in implementing any mobility solution for the business IT environment
  - Efficient administration and security
  - Manageability of devices and applications
  - Ability to support a wide range of devices
  - Flexibility to respond to evolving business needs in a dynamic mobile world



# Device Management enables mobile services



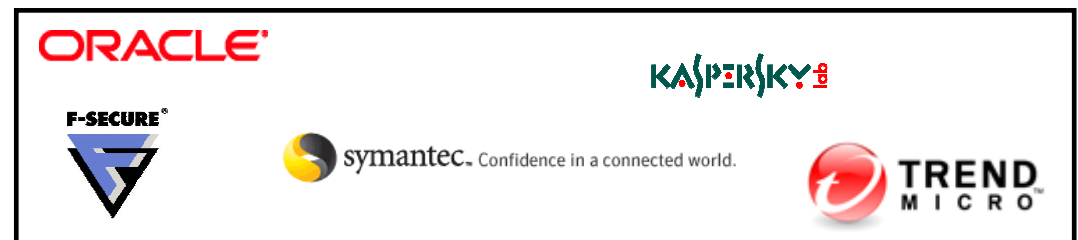
Step #1: Operator / Enterprise provides core DM services through hosted web portal



Step #2: Operator / Enterprise adds email / UC and encryption offerings into DM portal



Step #3: Operator / Enterprise adds other security offerings into DM portal



"Although MDM vendors continue to deploy the core sw solutions that largely target improved customer satisfaction and cost reduction, the **growing trend is to develop additional functionality that begins to offer new revenue-creating services** that mobile operators and mobile device manufacturers seek. Security, backup & restore and sw and workflow mgmt are a few examples", IDC 2007

# Opportunities for hosted device management

- Service providers
  - Ability to offer device management self-service portals for consumers and enterprises
  - Increase ARPU and create better customer loyalty by offering hosted and managed DM services for enterprises
- Enterprises
  - Benefit from partner ecosystem offering with possible product bundles (e.g. antivirus firewall and management of business applications)
  - Ability to manage their mobile security strategy
  - Enhancing ActiveSync business case by providing delivery and management of the client with Nokia Intellisync Device Management

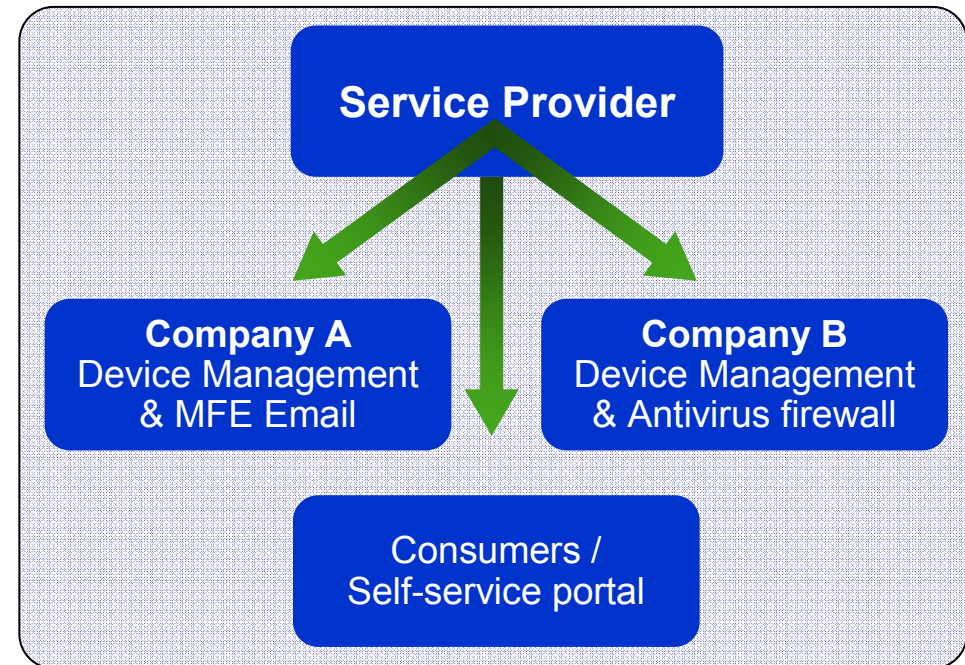
# Cost Savings and faster ROI

## Reduced cost of operations

- Use same hosting-enabled multi-tenant platform for all customers and services
- Flexible and scalable platform
- Site administration with departments and groups of users and devices
- Self-service portal for end users

## Low investment->low risk

- Reduced infrastructure investment
- Accelerated ROI



Monthly, user based pricing for Nokia Device Management service (including software and hosting)

# DM extended by partner offering

- Nokia MDM service extended by 3rd party applications (pre-integrated and tested with Nokia MDM solution)
- Separately priced core Device Management services and large portfolio of add-on applications from business partners
- Packaging model allows providers to increase uptake and realize profits

