

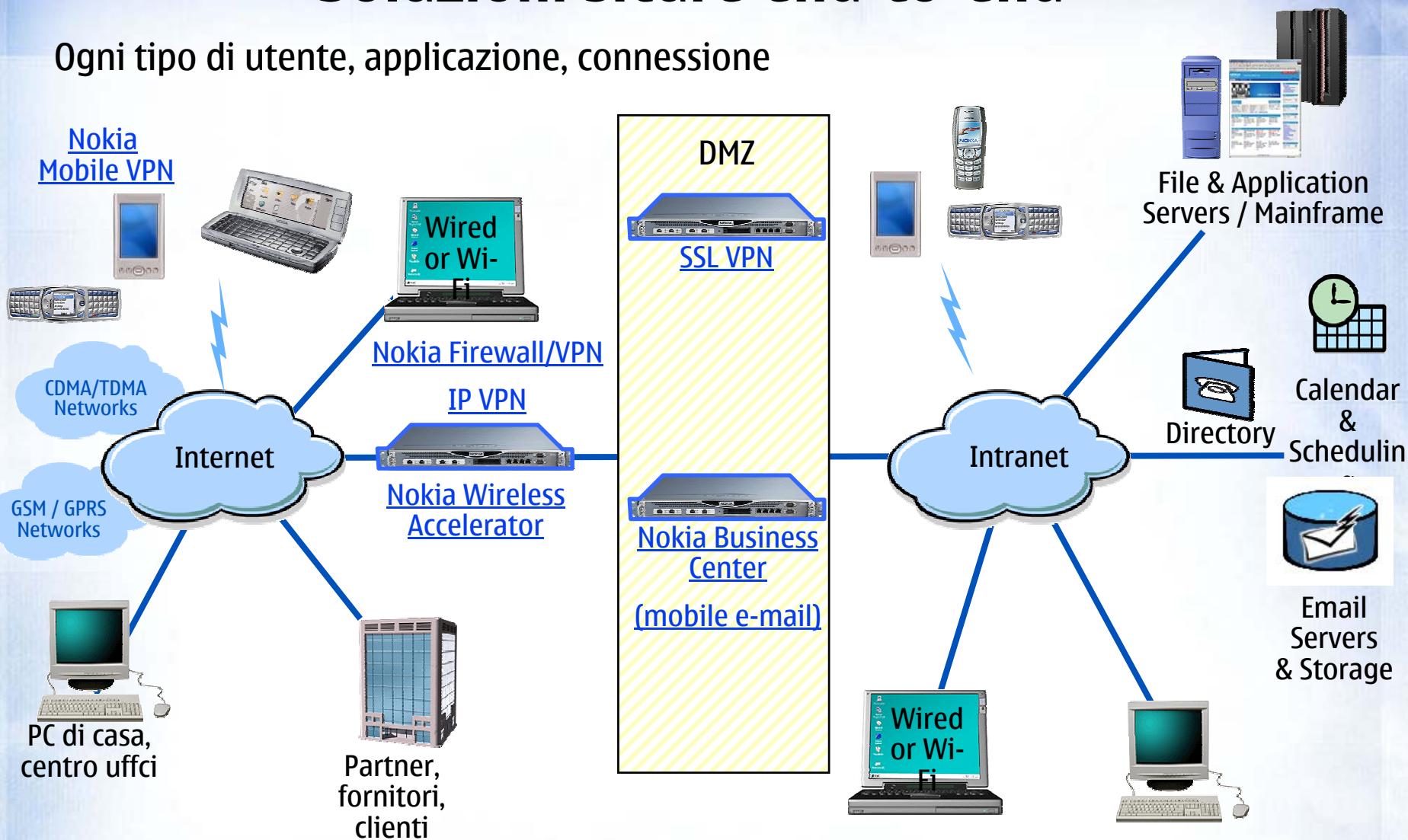
Soluzioni di mobilità per l'azienda

Orlando Arena
Sales Manager, Italy
Security & Mobile Connectivity
Nokia Enterprise Solutions

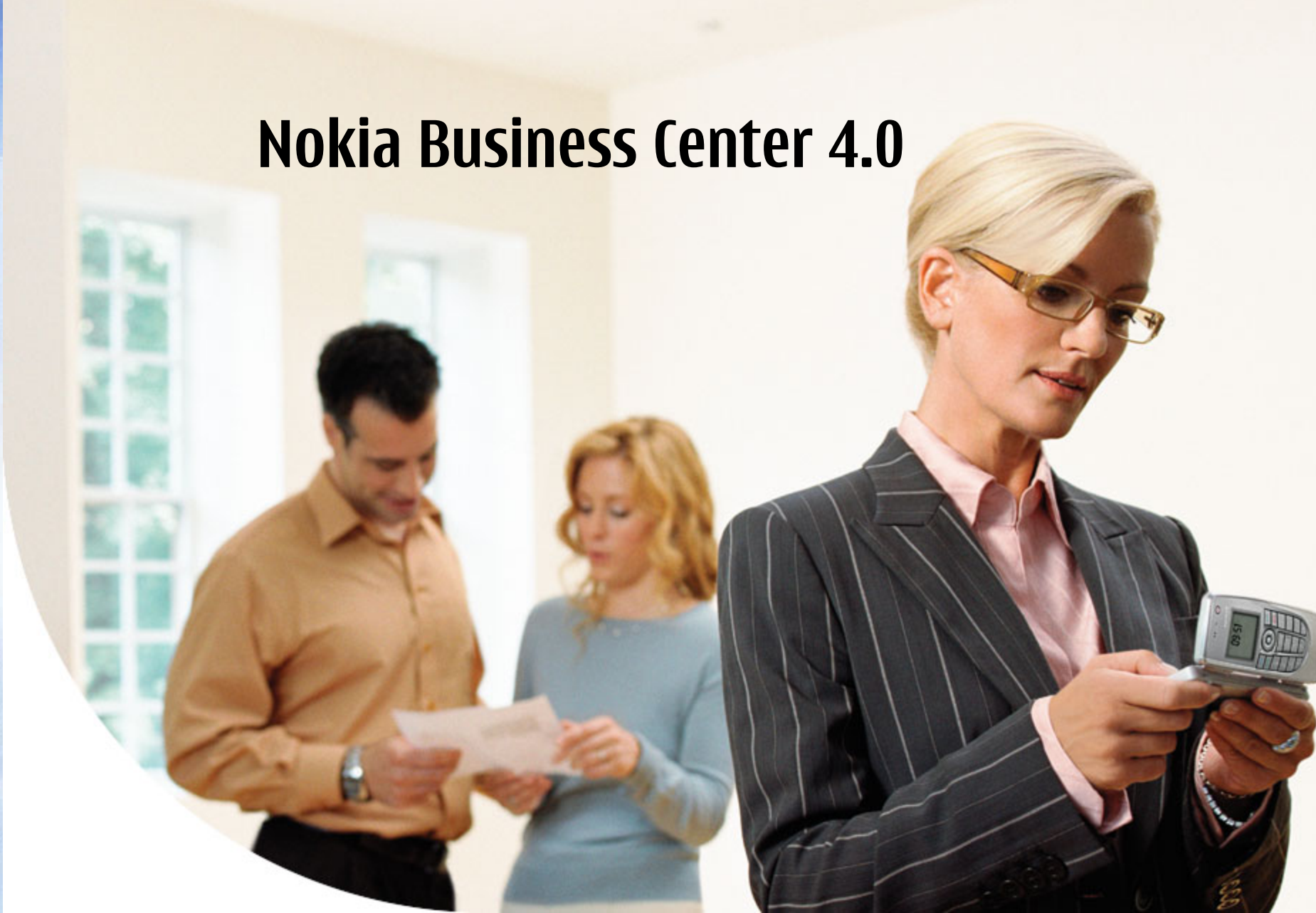


Soluzioni sicure end-to-end

Ogni tipo di utente, applicazione, connessione



Nokia Business Center 4.0



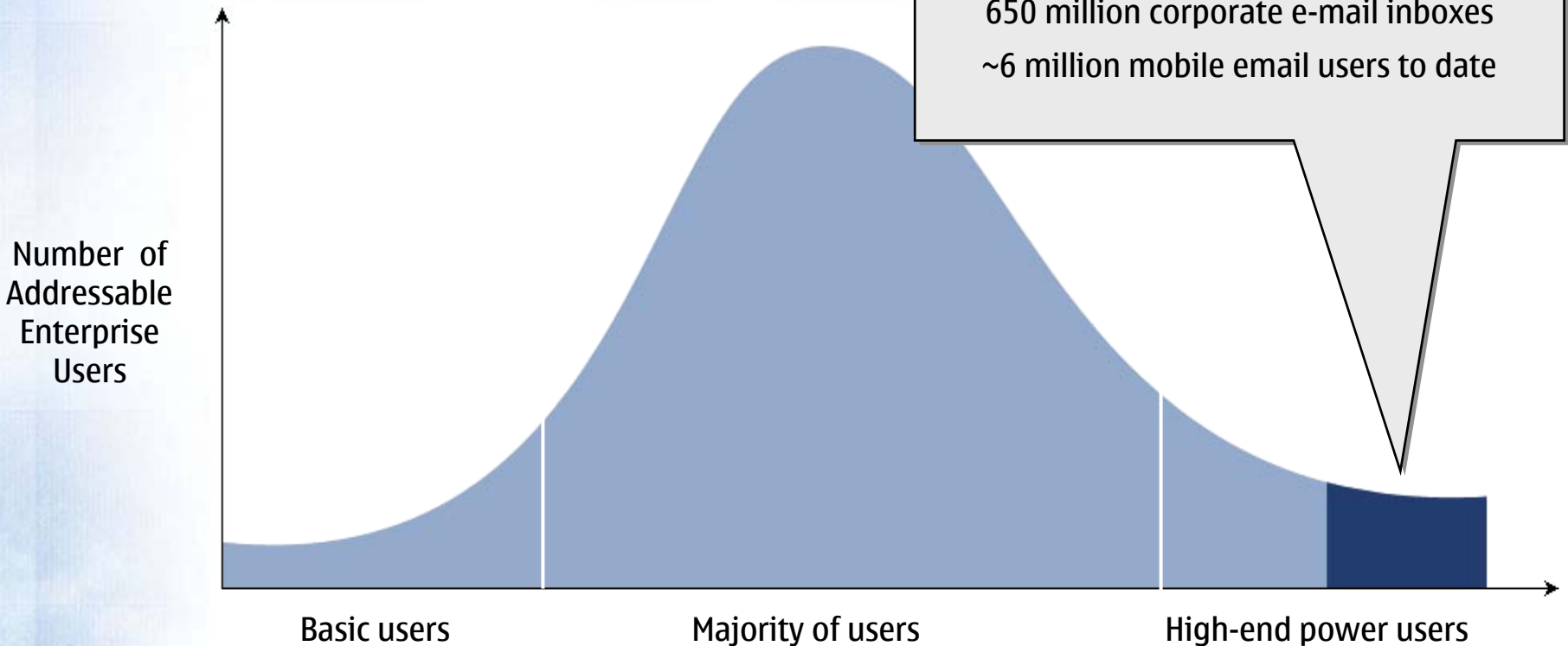
Currently: Mobile Email for “Executives” Only

To date, mobile email has been expensive ...resulting in business email adoption at single-digit levels*

684 million mobiles shipped 2004

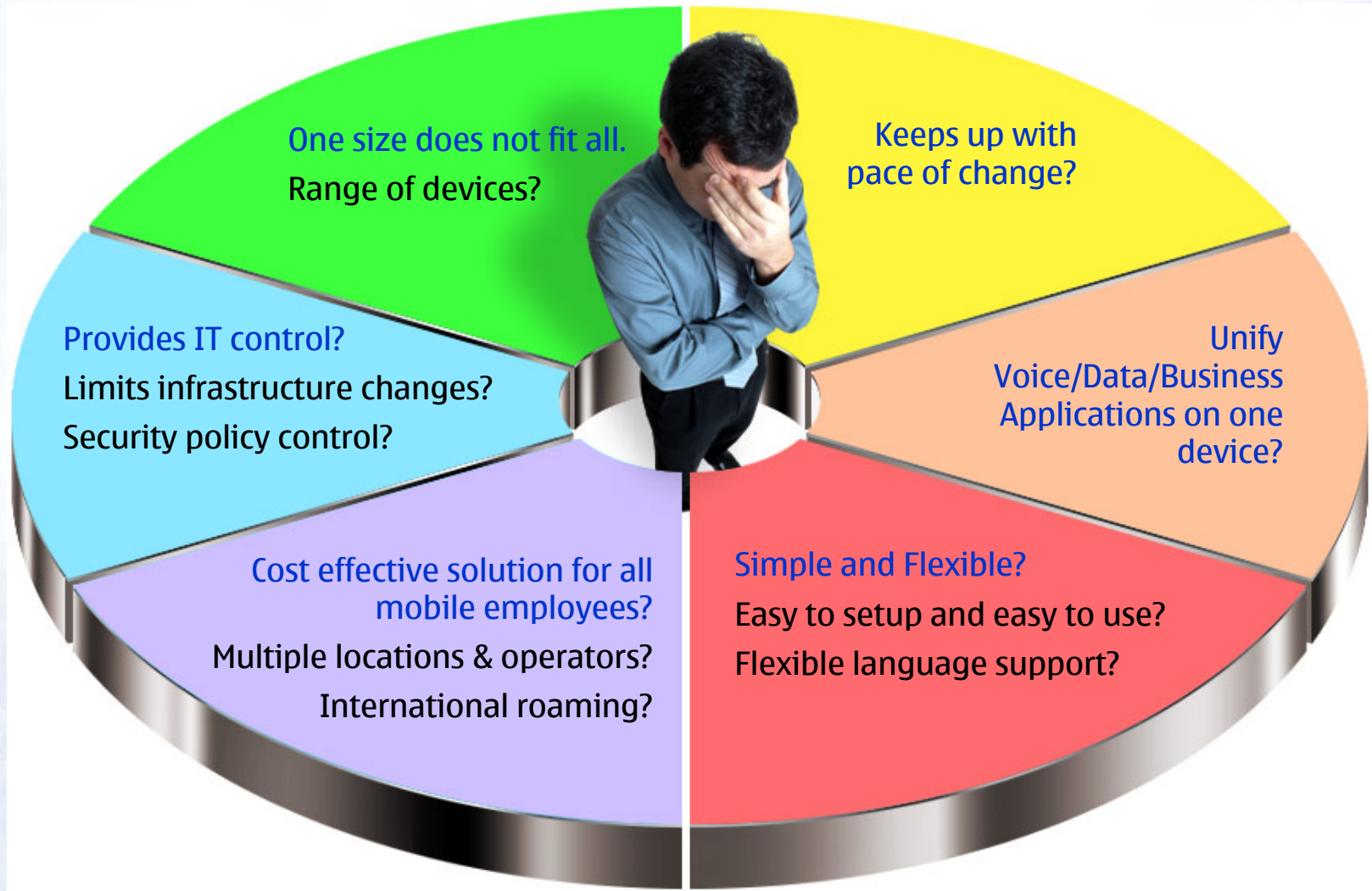
650 million corporate e-mail inboxes

~6 million mobile email users to date



*Source: Strategy Analytics & Ovum, 2004

Challenge of Delivering Mobile Email



Nokia Response to Market Evolution: Nokia Business Center

- Nokia Business Center enables businesses to deliver information to all mobile workers in a timely and cost effective manner, allowing them to be:
- **aware, informed and prepared at key business moments.**

The first release of Nokia Business Center will support [worldwide mobile email](#), on the Nokia 9300, Nokia 9500 Communicator, Nokia 6630, Nokia 6680, Nokia 6681, and Nokia 6682 for [Microsoft Exchange](#), followed shortly by Lotus Domino and an expanded range of optimized Nokia mobile devices.



Nokia 9300



Nokia 9500
Communicator



Nokia 6681/2



Nokia 6630



Nokia 6600



Nokia 6620



Nokia 6670



Nokia 6680



Nokia N70

★ Indicates 1st phase of expanded device list

Product Description

	Functionality	User Profile
<p>Nokia Business Center</p> <p><i>Professional Mail Client</i></p>	<ul style="list-style-type: none"> • PIM synchronization • Meeting request support • Full attachment support • Corporate directory look-up • Address book integration 	<ul style="list-style-type: none"> • Executives • Mid-level managers • Mobile Sales • Mobile Marketing
<p>Nokia Business Center</p> <p><i>Standard Mail Client</i></p>	<ul style="list-style-type: none"> • Push email • Compose and read • Smart forward and reply • Embedded phone #/URL links • Local contacts look-up 	<ul style="list-style-type: none"> • Skimmer • Read-only • Occasionally connected
<p>Nokia Business Center Server</p>	<ul style="list-style-type: none"> • Enterprise mobility server, for: <ul style="list-style-type: none"> - Push email and PIM synch <ul style="list-style-type: none"> -- Future business application connectors -- Security and DM solutions 	

Nokia Business Center Standard Client

- **Push email** functionality and “new email” notification
- Inbox automatically synchronized
- Compose, Read, Smart Reply, Smart Forward Email
- **Offline working mode:** compose & send
- Local Drafts, Sent Items and Outbox folders enable
- See full headers and content of emails in Inbox
- **Easy setup** and use with **built-in security**



Standard Client

- Directory and PIM Sync not offered
- View attachment attributes (file type, size, name), but cannot download
- View meeting attributes (request time, location, attendees, details), but cannot accept/decline
- “license upgrade” icon, with IT control over upgrade to professional version

Nokia Business Center Professional Client

Standard client features plus..

- **Corporate Directory** access
- On demand **Contacts & Calendar Synchronisation**
- Call sender
- **“Server Folders”** support
 - Simplifies forwarding and folder management
 - Push to & access to server folders
- **FULL Attachment** support
 - Save, edit, re-attach and view
 - .ppt .xls .doc .jpg .mp3 .pdf
- **Meeting requests** support
 - Accept/tentative/decline
 - Add to server calendar
- Single device, integrating mobile email and voice



More:

- Resolve names from corporate directory
- Search local & server emails
- Sort emails
- Set time window for mobile inbox
- Select incoming message sound

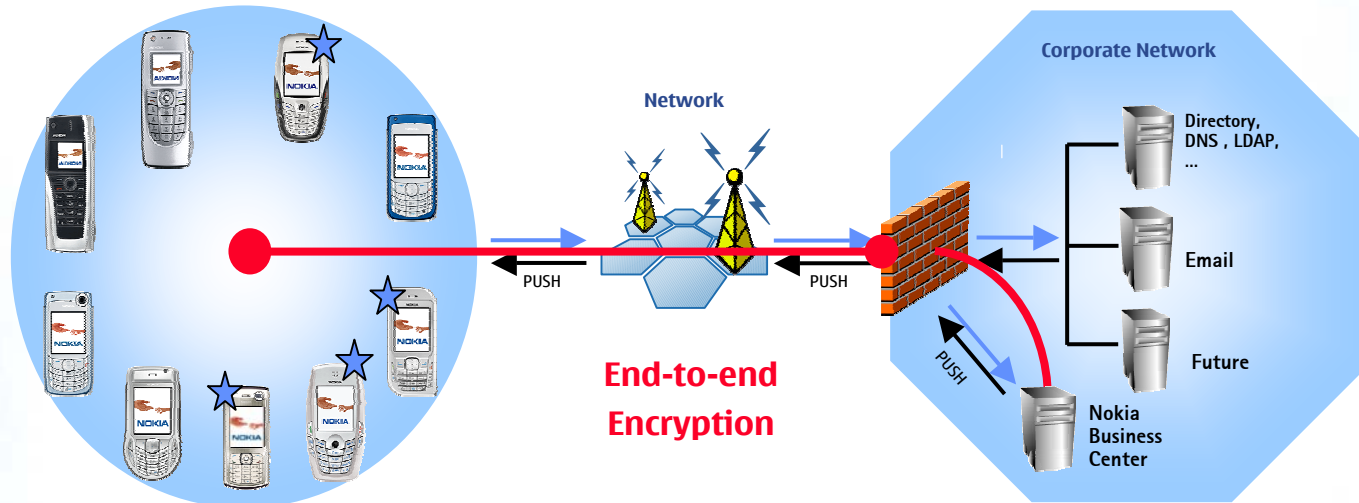
Direct Access Solution

Direct IT Admin End-2-End Control

- True *behind-the-firewall* access
 - MS Exchange / IBM Lotus Domino
 - Directory access via LDAP
- Standards-based real-time IP push
- Full IT control without dependence on 3rd party Network Operations Centers

Flexibility and Security

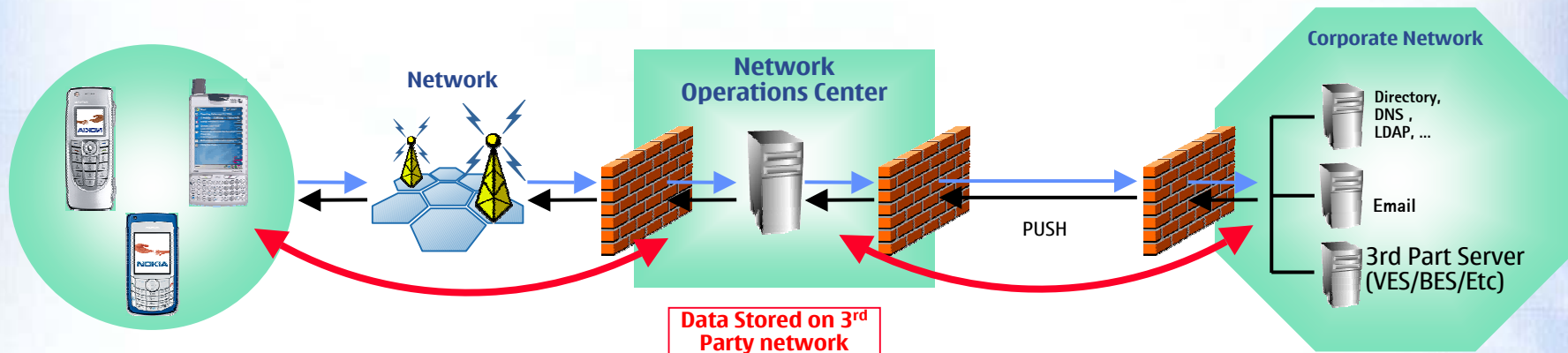
- Consistent with enterprise security policies
- Strong security, authentication architecture
- Seamless worldwide roaming over multiple data networks



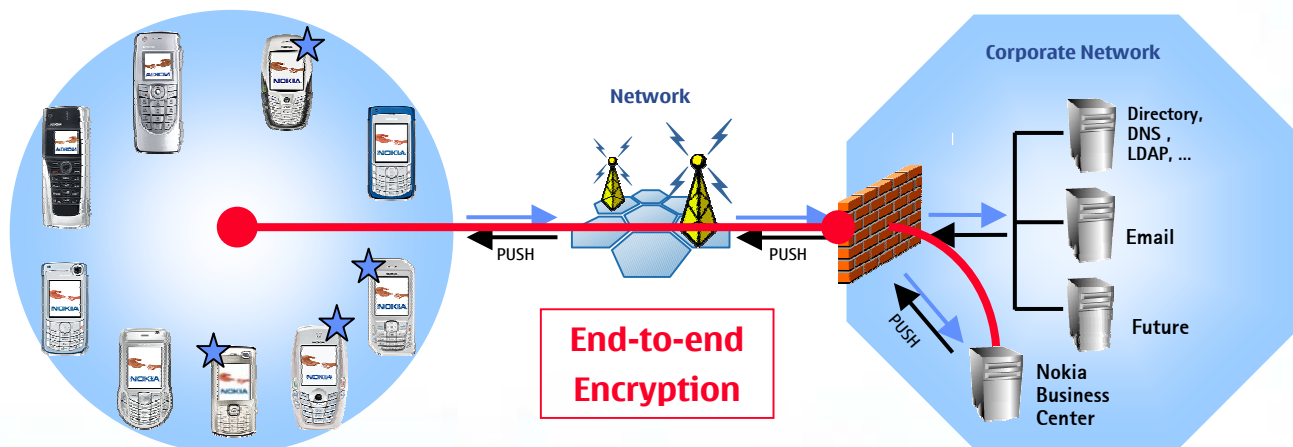
★ Indicates 1st phase of expanded device list

The Alternative...

- Two basic approaches
 - Network Operation Center



- Nokia Business Center Behind the Firewall



Provides Corporate IT Control

- Direct access solution flexibility:
 - Portable to virtually any operator
 - Any Internet connection (Wifi, 3G, EDGE, GPRS...)
 - It control over all solution components
- Security
 - End-to-end encryption
 - Device-side authentication
 - Remote application lock and wipe
- IT choice and control of:
 - how client SW is distributed
 - two client options
 - client upgrade
 - attachment download size
 - client settings,
- Remote installation and update
 - OTA client download + provisioning + client updates
 - OTA Hot fixes

License Usage

License Type	Used	Available	Total	
Standard Client	94	906	1000	List Users
Professional Client	48	952	1000	List Users

Client settings

Security	Mail	Connection
Use encrypted storage: Yes	Show BCC: Yes	Keep-alive interval: User can decide
Allow PIN code: Yes	Attachment size limit: 500 kb	
Login failures before data wipe: 10 attempts		
Max screen lock: Never		
Default screen lock: after 120 minutes		

Queue

uni/den - Queue1

Status	ONLINE@snad.la
Activated	Mon Jul 25 13:57:40 EEST 2005
Lifetime	27u
Pending	0 messages [0 b]

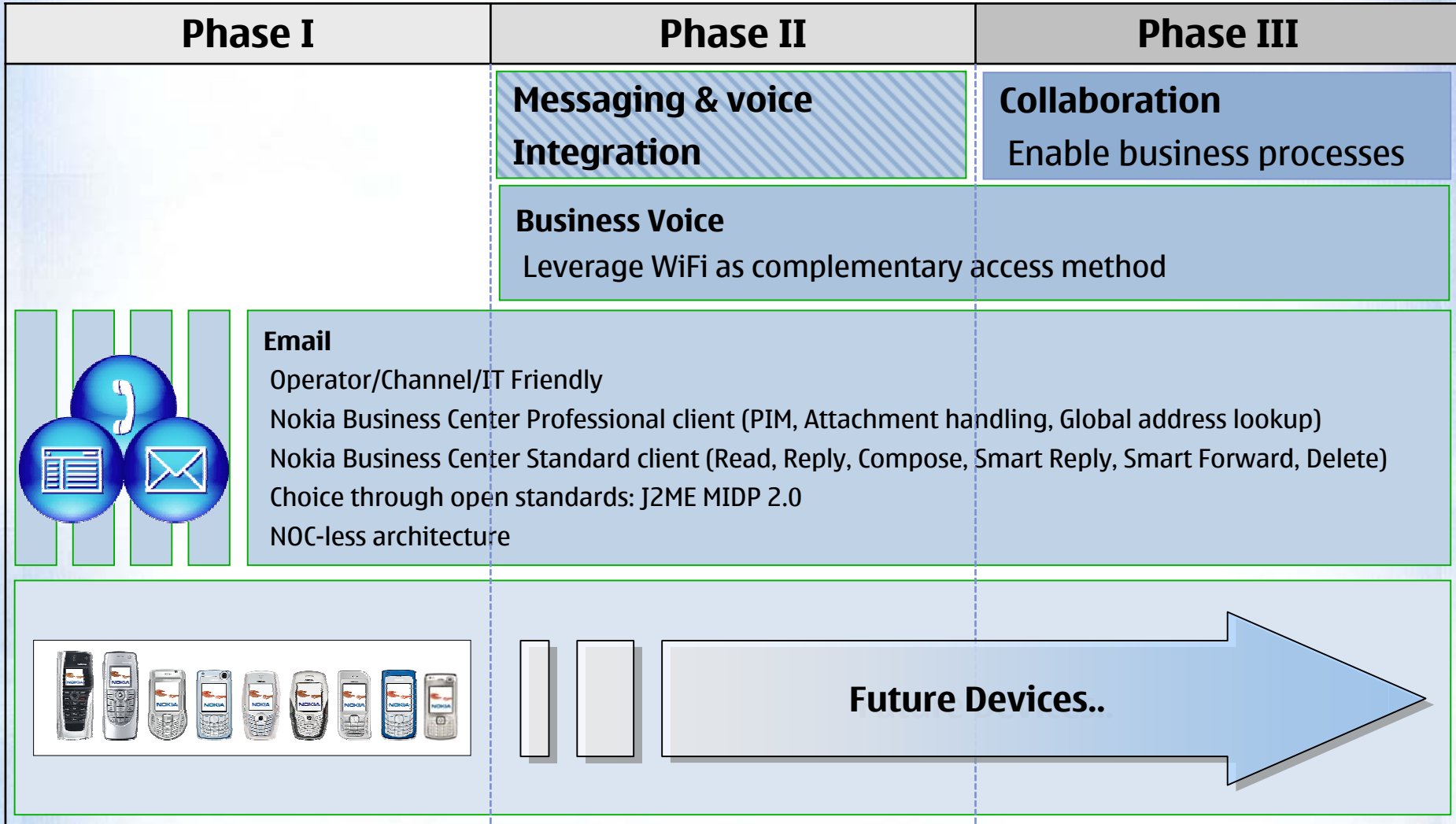
Send msg

Confirm Close Purge Lock Wipe Remove

Key IT Benefits - Nokia Business Center

Theme	Benefit	Solution/Technology
All mobile Employees	<ol style="list-style-type: none"> 1) Affordable 2) One mobile device 3) Low & high-end devices 	<ol style="list-style-type: none"> 1) Free standard clients 2) Unifies voice, message & business apps 3) Six devices to start, expanding broadly
Flexible architecture	<ol style="list-style-type: none"> 1) Roadmap for mobilizing future apps 2) Evolve business processes 3) Leverage existing infrastructure 	<ol style="list-style-type: none"> 1) Standards-based MIDP2.0, J2ME, ... ActiveSync 2) Nokia Mobile VPN (mVPN), VoIP, Applications 3) GPRS, EDGE, WCDMA, and WLAN networks
Highly Secure	<ol style="list-style-type: none"> 1) Security conscious architecture 2) Secure Device Client 3) Behind the firewall security 	<ol style="list-style-type: none"> 1) E2e client/server/infrastructure security 2) Encrypted email on Client, uses email password 3) No NOC architecture
Corp Control	<ol style="list-style-type: none"> 1) No intermediate hop & 3rd party NOC 2) Secure access to mobile email 3) IT choice and control 	<ol style="list-style-type: none"> 1) Direct access architecture 2) E2E encryption, device-side authentication 3) Client, upgrade, lock, wipe under IT control

Mobility Solutions Direction



End User Benefits

1. Immediacy of information, as required
2. Time shifting and work-life balance
3. Better-informed decisions
4. Increases competitiveness



Summary

1. Cost effective, for much broader range of employees
2. No intermediate NOC dependencies or costs
3. Highly Secure implementation
4. Provides Corporate Control
5. The best voice devices
6. Full featured mobile email
7. Intelligent integration of voice, email, corporate directory
8. Flexible architecture providing investment protection





NOKIA
CONNECTING PEOPLE