

## **SURVEY REPORTS RISE IN DIVERSE SMARTPHONE PLATFORMS AND MANAGEMENT CHALLENGES**

*Aberdeen Group Survey Respondents Cite Using Up To Three Different Smartphone Platforms and Little to No Visibility into Device Usage and Telecom Cost*

**FREMONT, CA – Jan. 12, 2010** – Zenprise, Inc., a provider of mobile management software, today announced findings from a research report conducted by Aberdeen Group, a Harte-Hanks Company (NYSE HHS), titled “Enterprise Mobility Strategies 2010: More Mobility, Same Budget.” Of the 200 enterprises surveyed across 37 countries, respondents reported using anywhere from an average of 2.8 to 3.3 different smartphone platforms. More than two-thirds (73 percent) indicated that some or all employees were permitted to use personal-liable mobile devices for corporate use. A “particularly worrisome trend” cited by Aberdeen was the vast majority of organizations meeting demand for individual-liable devices with little to no visibility into device usage and telecom costs.

Other findings include:

- Forty-one percent of respondents plan to increase their mobility budget in 2010
- Only six percent of respondents plan to ban the use of personal-liable devices in the workplace over the next 12 months
- Top reasons Aberdeen expects the proliferation of personal-liable devices in the workplace will grow in 2010: reduced capital budgets to fund smartphone purchases, employee productivity gains and perceived preferences over make/model.

Given the myriad combinations of hardware, firmware and software entering the enterprise, Aberdeen suggests implementing comprehensive mobile management strategies to support increasingly heterogeneous mobile platform environments. These environments present a critical management and security challenge for enterprise IT departments. As a result, mobile management solutions must do more than just ensure service availability and email support. They must also include security, expense management and device management capabilities.

By automating the management of diverse mobile environments organizations can save money and reduce risk. According to the report, Shook, Hardy & Bacon, a top 100 U.S. law firm and Zenprise customer, was able to recoup \$300,000 in billable revenues by automating the management of its multi-platform environment. The report also cited that the firm experienced higher productivity, fewer support calls and a reduction in IT support costs with the mobile management platform in place.

“Mobility management has become the essential tool for top performers to drive down support costs, improve the performance of their mobility infrastructure and increase the security and protection of their organization’s data,” said Andrew Borg, senior research analyst for wireless and mobility, Aberdeen.

The complexity of supporting different platforms can quickly multiply. Each smartphone requires an entirely different set of support processes and expertise – from initial deployment of the device, to break fix support procedures and administrative maintenance tasks.

“As the mobile device has finally begun to live up to its promise of being a fully-capable pocket-sized computer, it must be managed and secured as an enterprise network endpoint and valuable computing asset,” Borg continued.

“The findings of this report, coupled with the influx of mobile devices being brought into the enterprise, especially after the holidays, point to mobile management becoming a top priority for IT in 2010. Organizations will be looking for the broadest and best support possible to manage, monitor, track and secure their mobile device environment regardless of the platform,” said Ahmed Dattoo, vice president of marketing, Zenprise.

A complimentary copy of Aberdeen’s report, underwritten by Zenprise and Good Technology, is available online at <http://www.aberdeen.com/link/sponsor.asp?cid=6059>.

### **About Zenprise**

Zenprise’s award winning software automates all aspects of mobile management, from monitoring to troubleshooting, from expense management to device management, from security to compliance. Using Zenprise, customers can reduce their mobile TCO costs by over 25 percent, increase customer service levels by over 75 percent and ensure corporate compliance rates of 100 percent. Supported smartphone platforms include BlackBerry®, iPhone, Palm, Windows Mobile and Android devices. Founded in 2003, Zenprise is headquartered in Fremont, California and is privately held with funding from investors Bay Partners, Ignition Partners, Mayfield Fund, and Shasta Ventures. Zenprise's executive and product teams bring enterprise software experience from companies such as Mercury, EDS, Zambeel, Bay Networks, and Loudcloud. For more information, go to [www.zenprise.com](http://www.zenprise.com).

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