

ZENPRISE AUTOMATES MOBILE SECURITY AND EXPENSE MANAGEMENT WITH INTRODUCTION OF MOBILEMANAGER 5.0

Zenprise first to deliver single product that supports mobile device, service, security and expense management across multiple smartphone platforms

Fremont, CA – September 8, 2009 — Zenprise, Inc., a provider of mobile management software, today announced the addition of security and expense management to its MobileManager platform. Zenprise MobileManager 5.0 is the first product to integrate and support monitoring, expense management, security, and device management across multiple smartphone platforms including BlackBerry®, iPhone, Windows Mobile and Palm. Adopting a complete mobile management strategy enables IT to increase end user service levels by more than 75 percent, reduce total cost of ownership by more than 25 percent, and increase corporate compliance rates to 100 percent.

The Zenprise MobileManager’s comprehensive feature set is critical to organizations that are increasingly mobilizing their business. Data growth is exploding. Smartphones are proliferating. Every company wants to create a mobile environment in which employees are more productive, vital information is readily available at the point of demand, and mobile assets are secure at all times. To harness this kind of mobility, organizations need to make sure that their IT teams have the right tools in place to be successful. The Zenprise solution manages every aspect of an organization’s mobile environment. As a result, IT can focus their efforts on strategic mobile projects that drive the business.

“Mobility is transforming business and opening new doors for growth. For example, we’re consistently seeing more companies rely on mobile devices for revenue-generating activities like real-time processing of sales orders from the field,” said Jasmine Noel, Principal Analyst of Ptak, Noel and Associates. “As a result, mobile management is expanding beyond service availability and email support to include security, configuration and accounting capabilities. Comprehensive solutions like MobileManager 5.0 enable administrators to extend their management scope without unduly burdening the IT staff.”

Zenprise MobileManager 5.0:

Expense Manager: Eighty percent of enterprises will overspend on their wireless service costs by an average of 15 percent through 2014, according to Gartner Research.¹ These costs will continue to spiral out of control without the proper tools to analyze non-essential spending. Newly released Expense Manager puts a magnifying glass over wireless spend, helping administrators save up to hundreds of thousands of dollars in wasted monthly cell phone bills. Specific benefits include ability to:

- Reclaim unused smartphones by identifying smartphones with no activity for the last 30, 60 or 90 days

- Automatically calculate savings from wireless bills, as a result of decommissioning unused smartphones
- Optimize wireless plans based on individual usage patterns
- Negotiate bigger volume discounts with carriers via reports of total consumer owned and employee liable smartphones by carrier

Security Manager: Companies are deploying more smartphones every year to meet the growing demand for mobile access to applications, services and data. It's a perfect storm that can threaten corporate security and compliance and take a bite out of bottom line profits. Zenprise Security Manager, an integral part of the Zenprise MobileManager platform, allows IT to maintain 100 percent compliance with corporate security policies across infrastructure, devices and applications. Zenprise Security Manager allows IT to:

- Identify smartphone malware and spyware in real time
- Ensure compliance of critical corporate security policies (e.g., content encryption enabled, camera and Bluetooth disabled, etc.)
- Remotely lock a device or wipe smartphones clean of corporate data

Device Manager: A typical organization with 1,000 smartphone users can expect to spend anywhere between 1,500 to 3,000 hours a year on the phone supporting end user issues. With Zenprise, organizations can remotely support enterprise smartphones to ensure users have reliable and secure access to content and applications. They can also avoid costly delays, downtime and compliance issues from user-related device problems. New features in Zenprise Device Manager include the ability to:

- Identify all software installed on an individual smartphone or find all smartphones with particular software installed
- Track application version information
- Run more than 120 automated diagnostics to isolate root cause of user specific issues
- Allow end users to self provision mobile devices and reset passwords through a user self-help portal

Service Manager: Zenprise Service Manager provides a 360° view of the entire mobile service from the end user's perspective. Zenprise offers a single, robust platform for proactive monitoring, accurate diagnosis and definitive resolution of all mobile issues. New features in Zenprise Service Manager allow IT to:

- Detect more than 500 new problems across the mobile infrastructure
- Customize notification alerts for mobile user/infrastructure problems identified

“The proliferation of mobile devices and smartphones in the enterprise has grown organically at epidemic proportions, transforming nearly every aspect of business overnight,” said Jayaram Bhat, CEO of Zenprise. “When mobility permeates deeper into the business, downtime and mismanaged devices can have an even greater impact on the bottom line. As a result, organizations are demanding more visibility and control over

their mobile environments. Zenprise MobileManager 5.0 provides IT with the visibility, control, and security needed to achieve the full benefits of enterprise mobility.”

MobileManager Availability:

MobileManager 5.0 will be available in October 2009.

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 more than 25 percent, increase customer service levels by more than 75 percent, and ensure corporate compliance rates of 100 percent. Supported smartphone platforms include BlackBerry®, iPhone, Palm and Windows Mobile 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.

¹ “Best Practices for Managing Mobile Voice and Data Costs,” by Gartner, Inc., Phillip Redman. June 23, 2009.

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