

**FOR IMMEDIATE RELEASE**

**ZENPRISE BOLSTERS MOBILEMANAGER TO HELP ENTERPRISES DEAL WITH POST-HOLIDAY INFLUX OF SMARTPHONES**

*"User Health Check" and Support for Android OS Arm IT with Greater Intelligence and Flexibility*

**FREMONT, CA – Dec. 14, 2009** – Zenprise, Inc., a provider of mobile management software, today announced enhancements to its MobileManager platform that help enterprises quickly manage new smartphones connecting to corporate mobile networks, including devices running the newly-released Android operating system (OS). Newly introduced Zenprise User Health Check automates a 100-point troubleshooting checklist to help IT departments more efficiently mitigate the onslaught of post-holiday Smartphone support calls.

With many consumers receiving smartphones as gifts this holiday season, [mobile device management](#) will become an even greater priority for IT departments in 2010. Smartphones, which include those running Google's Android OS, are topping many holiday wish lists this year. Publications ranging from *USA Today* to *Men's Health* and Gadget.com are including smartphones on the top of their gift guide lists.

As employees return to work after the New Year, IT departments will be bombarded with support issues from workers bringing their devices inside the enterprise. The desire for IT to support personal devices is increasing, reflecting an emerging trend. IDC anticipates by 2013 more than 56 percent of worldwide mobile device-shipments used in the enterprise will be employee-liable devices, accounting for 56.7 million units.<sup>1</sup>

Employees will require help connecting their new smartphones to the network and accessing corporate services such as email and calendar. The impact of these support related requests can be substantial. If, for example, the average user were to call their support organization between three to five times a year to troubleshoot smartphone issues, supporting 200 new smartphones after the holidays would generate anywhere between 600 and 1,000 new support calls for an IT department.

Zenprise User Health Check automates a 100 point checklist to diagnose and resolve in real time the most common user support issues. This allows the IT organization to reduce the number and duration of support-related calls by at least 50 percent. Zenprise User Health Check allows help desk employees or level two support teams with limited experience quickly troubleshoot and resolve user issues, whether they are common or hard to detect problems. It leverages ZenPro automation to identify potential hardware and software issues with the device, user configuration errors, carrier related problems, backend server issues, or device encryption problems. Unlike other device management

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<sup>1</sup> IDC Worldwide Business Use Converged Mobile Device 2009-2013 Forecast and Analysis, Doc # 218524, June 2009

technologies, ZenPro automation goes deeper into the mobile network stack and identifies potential problems at both the device and back-end infrastructure layer.

Zenprise is also announcing support for the Android mobile operating system. This enables IT departments to monitor, track and support smartphones running the Android OS and offer service level agreements for these devices. In addition to Android, Zenprise supports BlackBerry®, iPhone, Windows Mobile and Palm smartphones.

“Consumer adoption of smartphones continues to rise, as does the challenge of managing and securing those devices once they are brought inside the enterprise,” said Ahmed Dato, vice president of marketing for Zenprise. “These enhancements help IT more rapidly address the onslaught of new devices that are crossing the line from home to the corporate network. MobileManager offers the broadest platform support and highest degree of automation to resolve mobile issues faster. Quick remediation of problems lowers total cost of ownership by reducing the number of problems that require escalation.”

Zenprise is the only product to integrate and support monitoring, expense management, security, and device management across multiple smartphone platforms. For more information on Zenprise MobileManager, please visit <http://www.zenprise.com/products/index.aspx>.

### **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 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, Zambel, Bay Networks, and Loudcloud. For more information, go to [www.zenprise.com](http://www.zenprise.com).

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