

**FOR IMMEDIATE RELEASE**

**ZENPRISE INTRODUCES DEVICE MANAGER TO TRACK LOST  
SMARTPHONES AND IMPROVE REMOTE DIAGNOSTICS**

*New Device Manager Module Strengthens Support for Administrators of the BlackBerry Enterprise Solution with Device Locator, Auditing and Performance Features*

**Fremont, CA - May 4, 2009** — Zenprise, Inc., a leader in automating mobile management, today released Zenprise Device Manager, a new module for Zenprise MobileManager that enables organizations to remotely support BlackBerry® smartphones. This new module gives help desk personnel and administrators of the BlackBerry® Enterprise Solution access to real-time information about BlackBerry smartphones, enabling them to find lost or stolen handsets, proactively monitor and diagnose issues, and audit devices for rogue third party applications. These new capabilities allow organizations to further reduce costs, improve end user service levels and ensure corporate compliance.

Zenprise Device Manager installs a micro agent over the air (OTA), eliminating the need for the user to physically bring their BlackBerry smartphone to IT to enable functionality. Once installed, a help desk operator or BlackBerry Enterprise Solution administrator can make a secure connection with the agent on the smartphone to view real-time information. Information sent from the smartphone to the server includes critical performance statistics, key service book information, and a complete list of applications installed and running. The agent can optionally report back GPS coordinates (if available) from the smartphone, depending on an organization's privacy policies.

“Similar to OnStar's ability to locate a stolen vehicle or diagnose problems in a car's engine, Zenprise can remotely locate a lost mobile device or provide key information on device performance issues,” said Jayaram Bhat, CEO of Zenprise. “With the increasing demand for smartphones and new applications, the ability to quickly diagnose and solve device issues is essential for meeting service level agreements. Zenprise's Device Manager provides IT with robust tools for tracking, troubleshooting and auditing BlackBerry smartphones – all without impacting the end user.”

BlackBerry smartphones continue to replace laptops in the field as tools for accessing business applications and confidential data. The ability to time stamp and audit use of third party applications, both corporate and consumer, is equally important for protecting against network or enterprise-wide security threats.

“Monitoring for applications that violate corporate policy is becoming a necessity in the enterprise due to the increased popularity of mobile applications,” said Jasmine Noel, founder and partner, Ptak, Noel & Associates. “Even with strict corporate policies, users will unknowingly download applications that impact device performance or introduce security risks to the rest of the corporate network. Solutions such as Zenprise's Device

Manager provides IT administrators with an innovative way to prevent security breaches from rogue applications, while protecting the health of their mobile devices.”

Key features of Zenprise Device Manager include a:

- **Device Locator:** The Device Locator feature proactively finds lost or stolen GPS-enabled BlackBerry smartphones by pinpointing the exact location of the handset on a Google map. Access to this capability can be restricted and controlled based on an organization’s security and privacy policies. This capability is critical to the retrieval of missing handsets, which can save organizations millions in lost hardware and corporate data.
- **Device Task Manager:** Within Zenprise Device Manager, Zenprise provides real-time information on device and application performance. The Device Task Manager feature enables IT to drill down and diagnose potential issues such as battery temperature, signal strength, available and allocated memory, and key service book configurations on a BlackBerry smartphone. The ability to find and fix issues remotely significantly lowers costs for enterprise IT and improves service levels.
- **Device Auditor:** In addition to remotely identifying all third party applications installed on a BlackBerry smartphone, Device Auditor feature details which applications are currently running. As a result, an IT department could determine if an employee’s favorite game is consuming too much memory and triggering an issue. By understanding which applications are installed and running, Device Manager enables enterprise IT to avoid potential security and compliance risks.

Zenprise Device Manager currently supports BlackBerry smartphones running OS version 4.2 or greater and is available as an option of Zenprise MobileManager. Pricing begins at \$20 per user. To learn more about Device Manager for BlackBerry Enterprise Solution environments, go to [www.zenprise.com/products](http://www.zenprise.com/products).

### **About Zenprise**

Zenprise’s award winning software automates mobile management. The software automatically troubleshoots end user issues across BlackBerry®, iPhone, and Windows Mobile environments. Unlike pure monitoring solutions, Zenprise identifies the root cause of end user issues and provides detailed resolution steps to fix these problems. 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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