



Mobility Services Platform 3

Comprehensive centralized management
for mobile devices



With MSP3, your IT department can automatically stage mobile devices, update the software resident on deployed devices and easily troubleshoot user problems, regardless of where in the world the devices are located — right from your network operations center.





Reduce the cost of mobility with centralized control of enterprise mobile devices

Extending business applications and data to mobile devices delivers a significant increase in employee productivity — but managing those devices is often time consuming and costly. Mobility Services Platform 3 (MSP3) gives you complete and centralized control over your mobile devices, allowing you to maximize mobile device uptime and utilization — as well as mobile worker and IT staff productivity. Whether you have hundreds of devices in a local site or tens of thousands of mobile computers around the world in use inside your four walls and out in the field, this scalable and extensible management solution will get users up and running right out of the box, ensure that devices are always loaded with the most current software — from applications to operating system — and enable 24x7x365 monitoring and rapid troubleshooting of device issues to keep users up, running and productive.

The result is a dramatic reduction in the time and cost associated with day-to-day management of mobile devices. Minimal hands-on is required for staging of mobile devices, and ongoing provisioning and troubleshooting can be completely managed remotely via an anywhere and anytime web-based interface. Manual procedures are automated, eliminating errors. The productivity gains that mobility affords are not eroded by an increased demand on an already over-tasked IT staff. And your IT personnel are freed to focus on other strategic technology initiatives.

Maximize the value of your mobile devices...with MSP3.



Get maximum scalability and extensibility with a modular architecture

MSP3 has been redesigned from the ground up to meet the flexibility required in today's largest enterprise mobility solutions. Easily scale to meet growing capacity needs with support for up to 100,000 mobile devices distributed across 2,000 relay servers located in around the world. Functionality is easily expanded to meet new and changing device management requirements through support for plug-ins — either from partners or from your own development team. Plug-ins enable the easy customization of MSP3, providing pinpoint control over the many aspects that are specific to your mobile devices — including applications, accessories such as mobile printers and wireless LAN settings.

Simplify end-user communications with customizable directional messages

MSP3 provides a unique capability — the easy creation and delivery of customized messages. The ability to instantly and easily communicate with users ensures that, regardless of where in the world your users may be located, they understand what is required and can take the right action at the right time. Whether a user needs to charge a battery to complete the staging process or dock the device in the cradle to assist in troubleshooting, the ability to send clear instructions ensures smooth and efficient completion of whatever operation is in progress — staging, provisioning or troubleshooting — keeping both your IT staff and your employees productive.

STAGE: Achieve significant cost savings with advanced out-of-box staging

Staging of devices for initial use traditionally requires hands-on loading of operating systems and applications as well as configuration of device settings. MSP3 offers advanced staging capabilities that provide a true out-of-the-box experience for users through the ability to configure network and device settings as well as load all initial applications — simply, easily, securely and remotely. Automated template-based configurations can be issued from

a single point of control, enabling tens of thousands of mobile devices around the world to be staged in minutes rather than months — freeing up hundreds of hours previously spent on manual, error-prone efforts. Support for multiple device staging methods ensures one step simplicity for users, who can complete the staging by scanning a series of bar codes, performing an ActiveSync, docking the device in a cradle connected to a PC or computer network, or simply connecting to a pre-defined staging network. And MSP provides the extraordinary flexibility to execute staging wherever required or where it will best benefit your organization — from a centralized Network Operations Center (NOC) where MSP3 may be installed or on an on-demand stand-alone staging server that can be used on a laptop for offices that do not have a broadband connection or network access.

PROVISION: Keep devices up-to-date easily and cost-effectively with automated provisioning

Now that your mobile devices are up and running, the next challenge is keeping those devices updated. MSP3 brings a new level of automation to on-going provisioning, enabling your IT staff to keep applications, device settings, operating systems and firmware on all mobile devices up to date — with minimal effort or interaction from the end-user. Policy-based provisioning and over-the-air update capabilities deliver unprecedented efficiency for this traditionally time-laden and costly activity. Now, ensuring compliance is as simple as setting a policy that defines when mobile devices should upload current status to the associated relay server — for example, when a mobile device is powered on or at a set time each day. Current status information includes a complete inventory of all software on the device (including applications as well as operating system information) and device settings. Devices can be grouped to best meet the needs of your enterprise — by device type, type of user, operating system and location — providing the granular management capabilities needed to achieve maximum efficiency in the provisioning function.



This highly flexible mobility management solution can be deployed either in your central Network Operation Center (NOC) for web-based staging and provisioning — or on a laptop for on-site staging and provisioning for remote locations that may not have network access or a broadband connection.

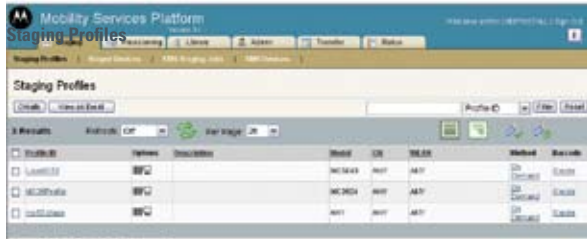
CONTROL: Monitor, troubleshoot and resolve issues with any device anywhere in the world — anytime

When mobile devices are a part of everyday life in the enterprise, users can experience a variety of issues throughout the workday — from an application that keeps crashing to a feature on the device that isn't functioning properly to an issue with network connectivity. MSP3 provides all the tools you need to monitor and analyze mobile device statistics as well as troubleshoot and resolve day-to-day user issues — regardless of whether those issues are related to the mobile device, applications or the wireless network. Historical and real-time metrics for the mobile device, as well as the network and the battery, enable proactive and real-time issue management that minimize worker and mobile device downtime. The ability to take complete control of the device enables IT to rapidly and remotely resolve end-user issues. In the event a device is misplaced, the ability to remotely lock

and unlock devices protects sensitive company data. And if a device does not check in with MSP3 at the appropriate time, it can be automatically flagged as missing and locked. This allows industries such as healthcare and retail to easily comply with strict government regulations regarding the security of personal and credit card information.

A modular approach for maximum flexibility and extensibility

The modular design allows you to purchase the functionality you need today and easily add capabilities as your needs grow and change. MSP3 Stage Edition includes all staging-related capabilities; MSP3 Provision Edition includes all the functionality of the Stage Edition as well as all provision-related functions, and MSP3 Control Edition all the functionality in Stage and Provision Editions as well as comprehensive remote mobile device management features.



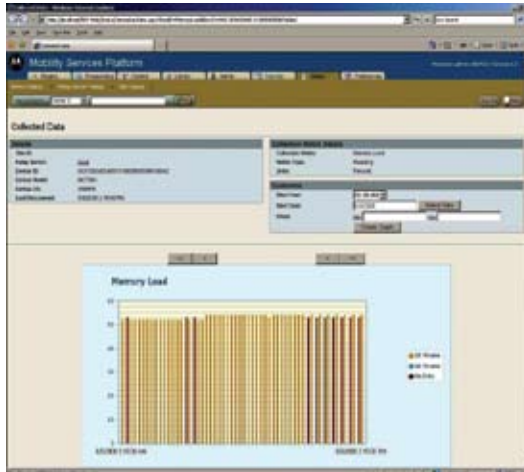
Rich staging functionality allows IT personnel to develop a library of staging profiles to meet your specific enterprise requirements — for example, by device type, operating system, geographic region. The result is a near complete automation of the staging process for devices located anywhere in the world — no hands on required.

Staging Bundle



With MSP3, IT personnel simply bundle all the software and steps required to stage a device, complete with customized messages in the user's native language. This unique capability ensures that, regardless of where in the world your users may be located, they understand what is required — for example, charging the battery or docking the device in a cradle — and can take the right action at the right time.

Data Collection and Analysis



MSP3 offers the rich data collection and analysis capabilities required to simplify troubleshooting and enable rapid resolution of mobile device-related issues. A wide variety of metrics can be captured automatically over a period of time — either every 15 minutes or on the hour — and displayed in chart format for an instant at-a-glance assessment of device status.

A solid investment for today and tomorrow

Through years of experience as an industry leader, Motorola understands that cost-effective and efficient deployment and ongoing management of mobile devices is critical to achieving success in enterprise mobility solutions. Motorola designed MSP3 to help enterprises everywhere maximize the benefits of mobility solutions. The ability to remotely stage, provision, monitor and control mobile devices substantially reduces the time and expense typically associated with mobile device management, delivering a productivity increase that provides a nearly instant return on this valuable investment. And the adaptable and flexible solution offers the extensibility and scalability needed to deliver superior investment protection, ensuring that the mobility management solution you invest in today can continue to meet your needs tomorrow.

Motorola — your true end-to-end enterprise mobility provider

To help you achieve the highest levels of functionality and support for your mobility solution, Motorola offers a full suite of Enterprise Mobility Services that span the entire solution lifecycle — from initial planning, assessment, design and deployment through to ongoing training and support.

- Motorola's Mobility Services Platform Advanced Services help to minimize potential integration issues and reduce implementation time.
- Tiered MSP commissioning services incorporate server configuration, training, testing and a rapid deployment process into a single streamlined program, so you simply select the level that best meets your requirements.
- Seamless integration with Motorola's Customer Services helps ensure that all elements of the solution work at peak performance levels.
- Mobility Services Platform Software Support helps you keep this critical business application fully maintained and up to date with all the latest features and functionality.

Backed by proven processes and the technology and industry expertise, you can count on Motorola Enterprise Mobility Services to deliver true end-to-end lifecycle support for your mobility solution.

For more information on how MSP3 can simplify the management of your enterprise mobility solution, please visit us on the web at www.motorola.com/msspsoftware or access our global contact directory at www.symbol.com/contact



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