



HP Bolsters Mobile Device Management Software Portfolio

PALO ALTO, Calif., April 23, 2008 – HP today introduced updates to its mobile device management software that address the critical needs of three distinct audiences: wireless operators, enterprise customers and handset manufacturers.

The company unveiled the newly branded HP Mobile Management Center (MMC) for wireless carriers and new features in the enterprise-focused HP Enterprise Mobility Suite (EMS), including Microsoft Windows® Mobile 6.1 support for greater control and security over handset deployments.

HP also announced enhancements to its mProve software targeted at handset manufacturers.

“With the global explosion of wireless content services such as mobile email and streaming music, mobile device management becomes critical in keeping devices up and running and up to date,” said Paul Yang, vice president, Handhelds Mobility Solutions unit, HP. “The ability of our mobile device management solutions to securely and remotely manage devices and provide real-time update allows customers to better meet ever-shifting mobility demands.”

Enhancing the user experience for carriers

Previously named FusionDM, HP Mobile Management Center (MMC) helps improve the user experience from service activation to customer care and support. The over-the-air capabilities allow carriers to remotely diagnose device issues, configure service settings and ensure mobile services such as media streaming are ready to use.

HP MMC also helps wireless carriers optimize their operational environments by providing real-time access to mobile device and usage information. Insight into user configurations, usage patterns, resident software and applications allows carriers to gain a better understanding of overall usage patterns and to better identify and increase revenue-generating mobile services.

New Enterprise Mobility Suite capabilities

HP also announced an upgraded HP Enterprise Mobility Suite (EMS) that offers cost-effective enhanced security for mobile device deployment with greater manageability. The suite features over-the-air configuration of mobile device settings and software that keep devices operational in the field by remotely diagnosing issues and fixing them.

Providing an additional layer of security, HP EMS also can lock and wipe data on mobile

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devices that are lost or stolen. New HP EMS features include:

- Windows Mobile 6.1 support: Enables enhanced policy management for Windows mobile devices including the ability to remotely disable SMS/MMS, IMAP and POP email, cameras and Bluetooth™ connectivity.
- Auto-heal: Device initiates periodic checks and fixes issues on its own so neither IT nor the end-user has to initiate management. This automatic self-repair process reduces support calls and increases user satisfaction.
- Self-service: Allows end-users to enroll and manage devices through a self-service portal; further lowers manual touch points typical with enterprise device management and reduces IT support calls.
- Connected technology: Provides real-time push capabilities over standard data connections triggered with or without SMS to apply scheduled or instant management functions such as immediate lock down or periodic/scheduled software distribution.

Over-the-air management for handset manufacturers

For handset manufacturers, the latest version of HP mProve software provides over-the-air tools for wireless firmware and software management, diagnostics and personalization to improve usability. The software suite is composed of the HP mProve FOTA (firmware updates over the air) and HP mProve DM (device management) solutions that ship in millions of handsets each quarter.

HP mProve has been adopted by leading worldwide manufacturers and also is licensed to telematics providers for managing their embedded solutions. The latest HP mProve features include:

- Component-based updates: Supports both monolithic- and file-system-based updates, which can be managed independently or bundled to meet the needs of advanced device architectures.
- Optimized algorithms for improved performance: Drives down update package sizes and required update time to improve the user experience.
- Expanded platform support: Now supports advanced file systems such as SquashFS and CramFS as well as open-handset platforms using Linux-based operating systems.
- Advanced management: Extended support for advanced management use cases including enterprise security, diagnostics and software management.

HP MMC, HP EMS and HP mProve are part of HP's mobile device management portfolio, which offers customers a broad choice of solutions to address unique manageability needs. More information about HP's mobility solutions is available in an online press kit at www.hp.com/go/Mobility2008.

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