

Mobile Enterprise Gateway



Unlock Your Business Potential

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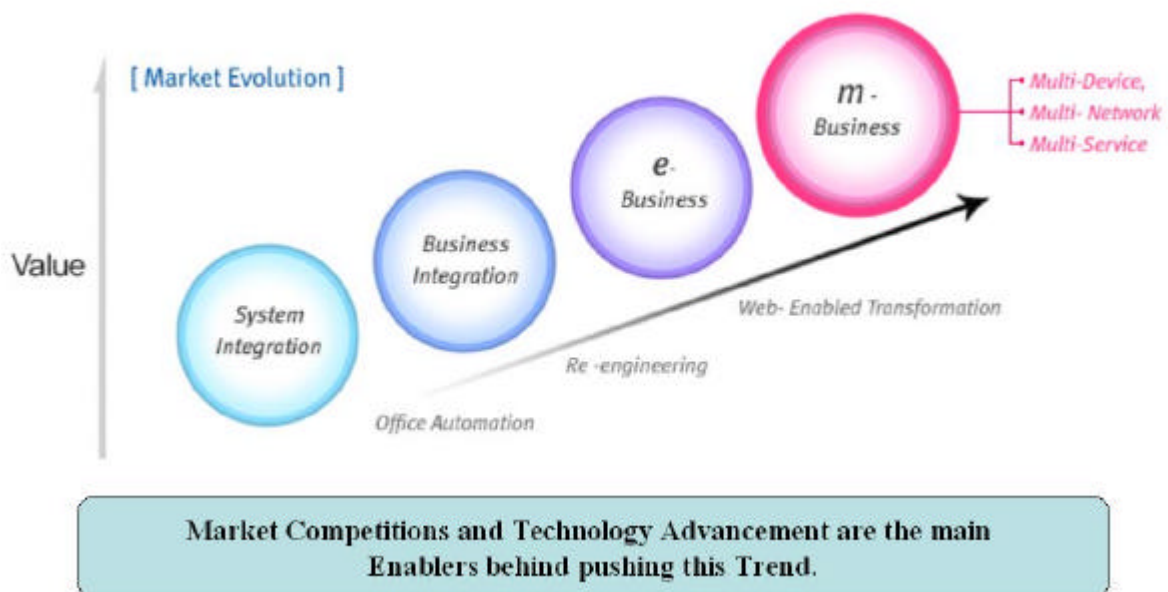
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1 THE MOBILE ENTERPRISE MARKET

1.1 The Unwired Enterprise

- Today's work force is increasingly on the move. AMR Research estimates 35% of all workers are currently mobile, and their numbers are rapidly rising. IDC predicts 66% of the work force will be mobile by December 2006
- More than three quarters of U.S. organizations have adopted wireless technologies by mid 2005.
- Organizations must now be prepared to support "Anytime, Anywhere" computing.

1.2 Where it is going...



1.3 Why Mobility?

Decision - Making - Greater visibility at the point of action.

- "Research indicates that wireless technology reduces group decision making time by 30 to 40%."
- (SOURCE: GfK NOP World-Technology Study, October 2003)

Intelligence - Greater value at the point of contact

- "Why mobility? It leverages information with greater flexibility, puts data where it is needed most, improves quality of captured data, improves customer satisfaction, accelerates process..."
- (SOURCE: IDC, Kevin Burden, Mobile Device Program Manager, June 2004)

Agility - Greater agility at the point of transaction.

- "To be agile is to be responsive to change, as well as flexible and resourceful. Key people and essential business applications cannot be tied to any particular location."
- (SOURCE: "Go Mobile," by Robyn Aber and Peter Burris, Intel, various Cisco authors, June 2004)

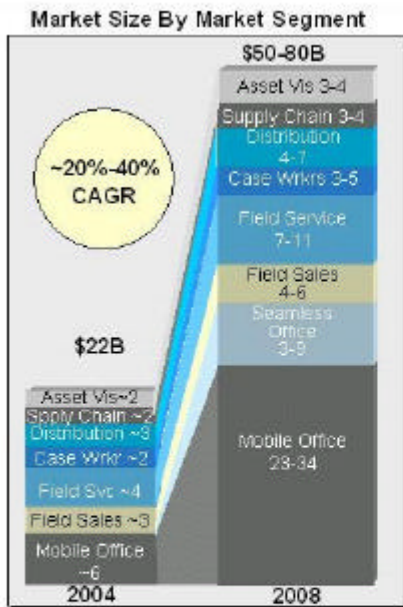
Productivity - Greater efficiency at the point of service

• "Forward-thinking enterprises are staking revenue, profitability, and client satisfaction goals on their field service operations and are leveraging technology solutions to reach these objectives."

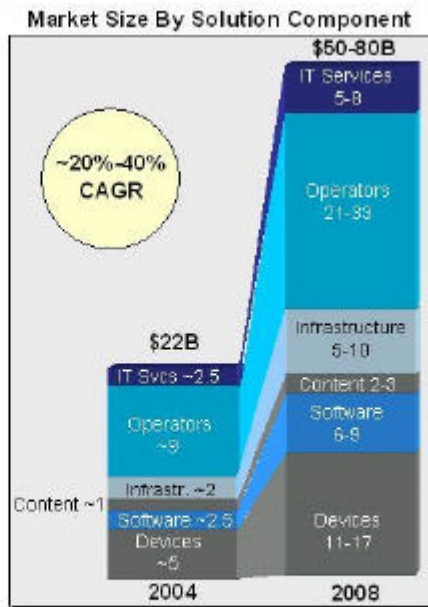
• (SOURCE: Aberdeen Group, Mark Vigoroso, VP, Research, August 2004)



1.4 Worldwide Enterprise Mobility Market



- Mobile Office a major growth area
- Seamless Office grows from \$0 in 2004



- Infrastructure ramps up quickly – unlicensed spectrum driven
- Operator market for Mobile Office is single largest market segment (25-30% of total)

Source: Accenture analysis, Ovum, IDC, IMS, I/DC, Gartner, Yankee

1.5 Benefits of going Mobile Enterprise

- Deliver greater intelligence to the field by extending the reach of critical business processes to the point of action
- Speed information accessibility by delivering anytime, anywhere availability to relevant information
- Improve decision making by increasing management's visibility into business process activities and results
- Grow revenue through improved productivity and effectiveness of field resources
- Build customer retention and loyalty through more responsive customer service



1.6 China's Government Proposition

- In China, the number of minor enterprises that had been registered by business and executive branch in 2003 has already exceeded 3.6 million. And the number of small businessmen has exceeded 27.9 million. Minor enterprises create 55.6% GDP, 46.2% revenue and exit goods countrywide, and supply more than 75% employment opportunities in town.
- In January 2003, "The People's Republic Of China Minor Enterprises Development Law" passed at the People's Republic Of China 9th National People's Congress Standing Committee, 28th conference on June 29, 2002. Given publicity now, and carried it out from January 1st, 2003.
- In August 2005, China Minor Enterprise Information Website held mainly by the Develop and Reform Committee went into effect.
- In October 2005, the Develop and Reform Committee and Information Industry Part set up and implement "Minor Enterprise Informatization Advancement Project".



1.7 China's Operators Proposition

- In August 2005, led by Country Informatization Office, Develop and Reform Committee and Information Industry part, China Telecom united 9 IT enterprises here and abroad, such as Cisco Systems Inc., Microsoft, HP, Lenovo, ZTE, UFIDA, Digital China, Dianji, and set up China Minor Enterprise Informatization Union.
- In September 2005, China Telecom released "Business Navigator" which was a trademark faced to enterprise client. Mr. Wang gave a high-key speech when the union founded, "Minor enterprise informatization is cut-in point of China Telecom reformation entirely."
- China Mobile has already dredged mobile data application and service platform related to enterprises locally. Before 3G times, China Mobile will try for high ARPU enterprise client as possible as they can, which could reduce cash flow and debt pressure when invest 3G.



1.8 Challenges towards Enterprise Mobility

- Insufficient IT support for Mobile Enterprise Application.
- High Entry Barrier, Complex Telecom Infrastructure
- Lack of Enterprise Application Management Capability at Mobile Operators

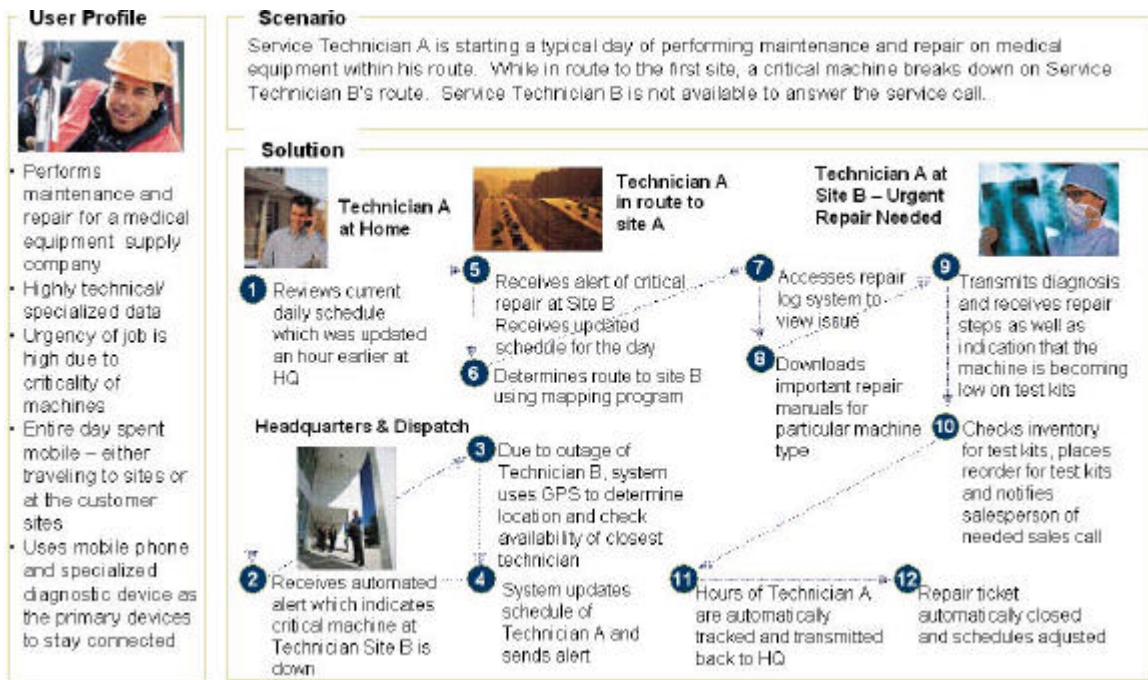


2 THE SOLUTIONS

2.1 Theme

- Seamless Business..Information at the Point of Business!
- Handset..First You Talk, Now You Earn. It is more than a communication device, is your Productivity Buddy!
- Lowering the Barrier for Companies to Deploy Mobile Enterprise Strategy.

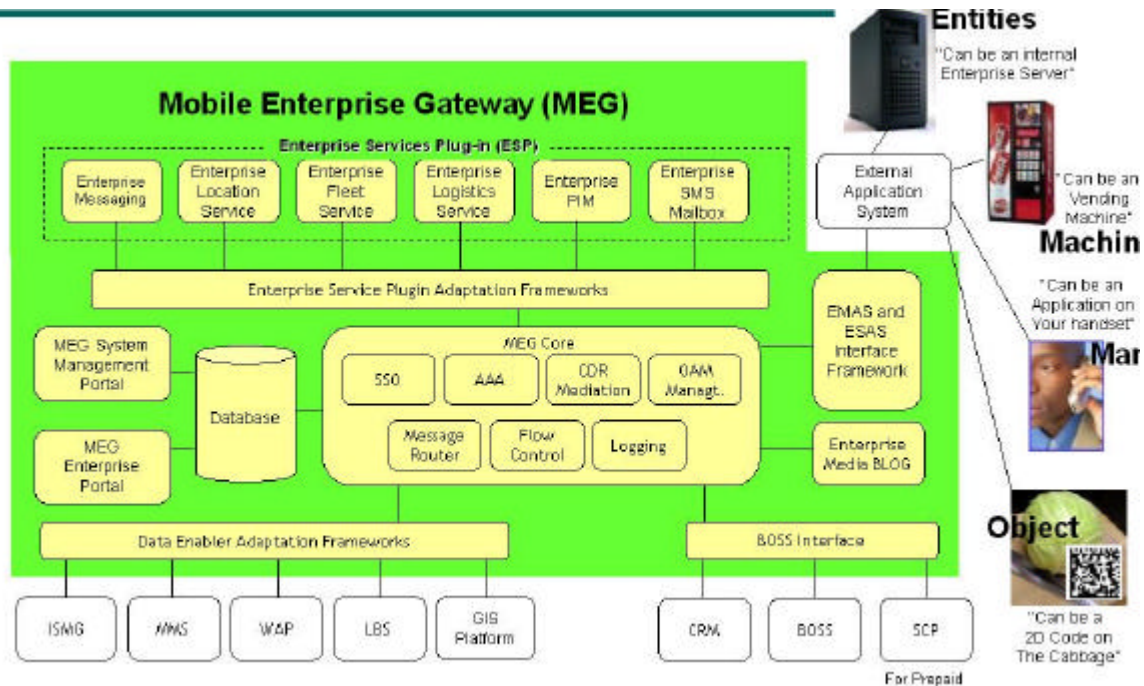
2.2 A Field Service Scenario



2.3 A Mobile Office Scenario



2.4 Enterprise Gateway Architecture




2.5 Enterprise Portal Functions

- Login and Authentication
 - Staff and Manager of Enterprise,
 - Agent,
 - Customer,
 - Visitor.
- Dynamic Web Page Generation
- Support both WAP and WEB format
- Support Single Sign-On (SSO)

2.6 User Management

- Enterprise/User Database.
- User Roles Management
- User Access Control and Management
- User Resources Management

	<p>User Attributes</p> <ul style="list-style-type: none"> • Enterprise it belongs to. • Group it belongs to. • Roles (Access Control to Enterprise Portal) • Handset Number. • Personal Information. • Service Available (SMS, MMS, GPRS Connection etc.) • Resources Allocation and Control (no. of SMS, Data volume of GPRS connection etc.)
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2.7 Service Provisioning

- Enterprise/Telecom Service Database
- Telecom Service Provisioning
- Service Monitoring and Control Management
- Charging Record Generation & Mediation

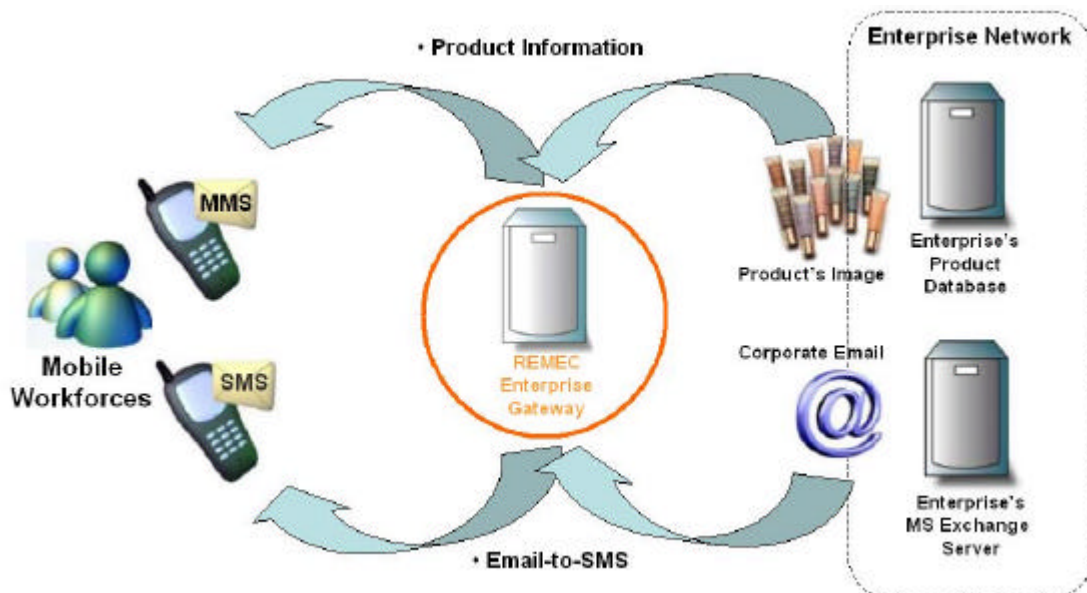
2.8 Other Management Functions

- Logging Management.
- Enterprise Business Statistics Management
- Operators' Interface Management: SMS, MMS, WAP, LBS, BOSS.
- SNMP System Management

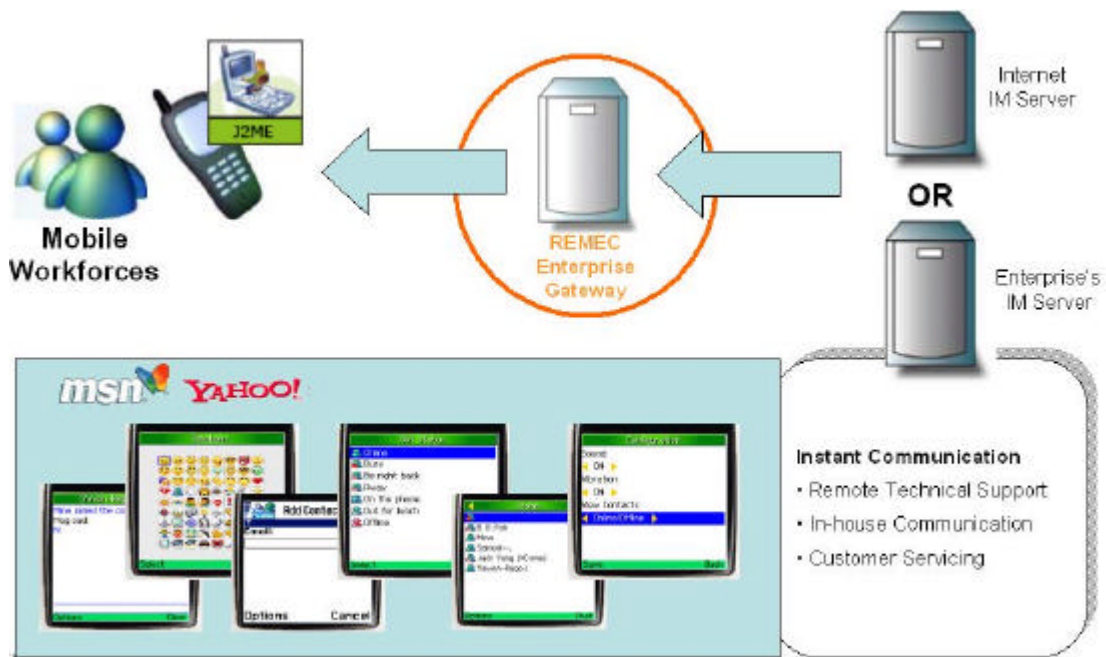
2.9 Enterprise Applications

- Messaging and Communications Based
 - SMS, MMS, IM, Email, Conference, Plain Voice Call.
- GPRS Backend Connection Service
 - Enterprise ERP, Sales Force Data Access.
- Location Based
 - Logistics, Fleet Management.
- CRM Based
 - Customer Focused Mobile Marketing.

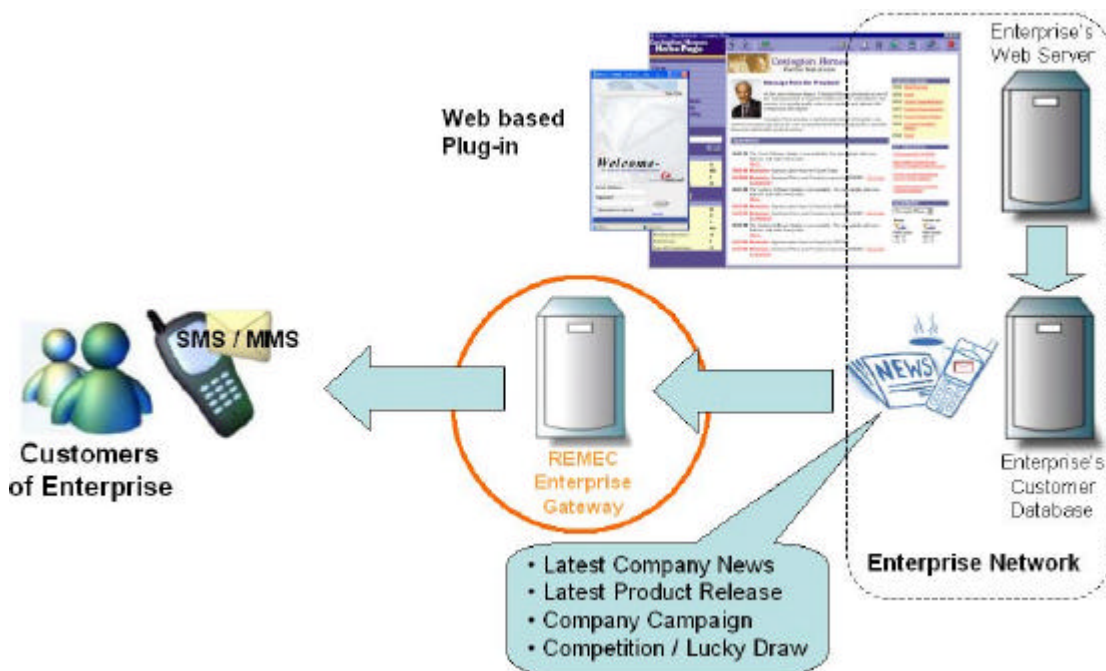
2.10 Enterprise Messaging



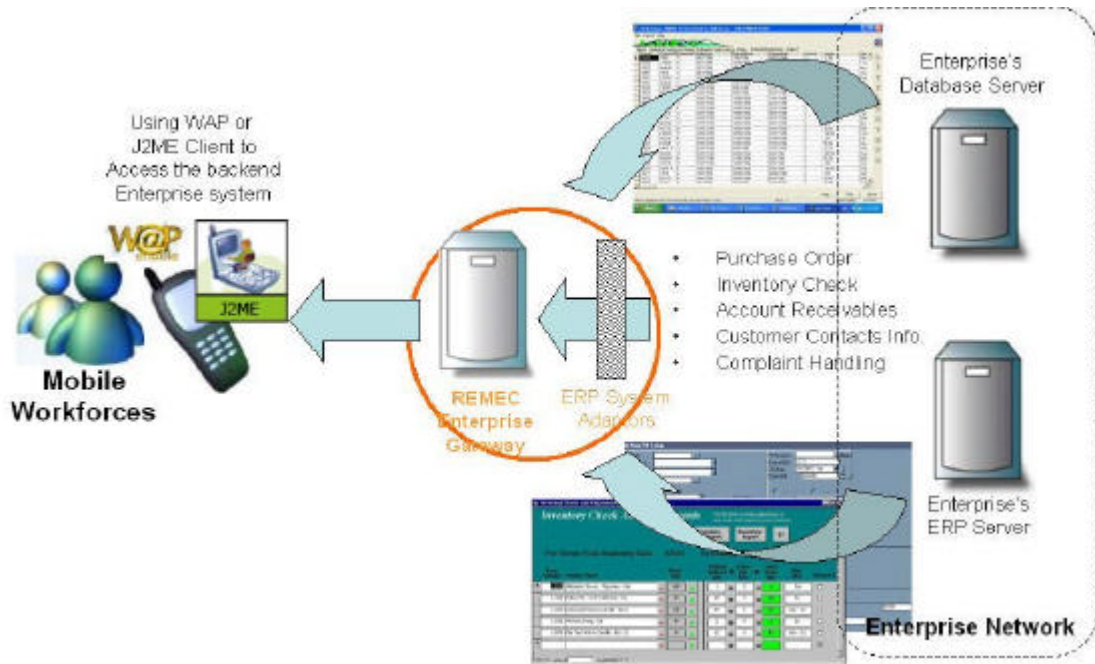
2.11 Enterprise Instant Messaging



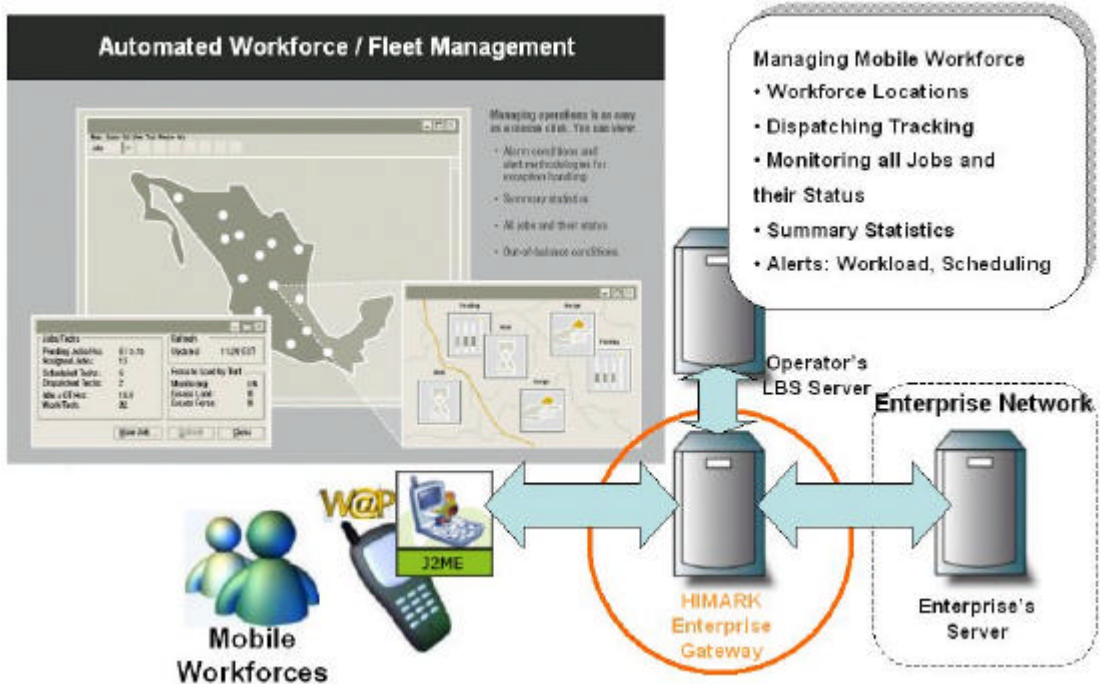
2.12 Enterprise CRM



2.13 Enterprise ERP

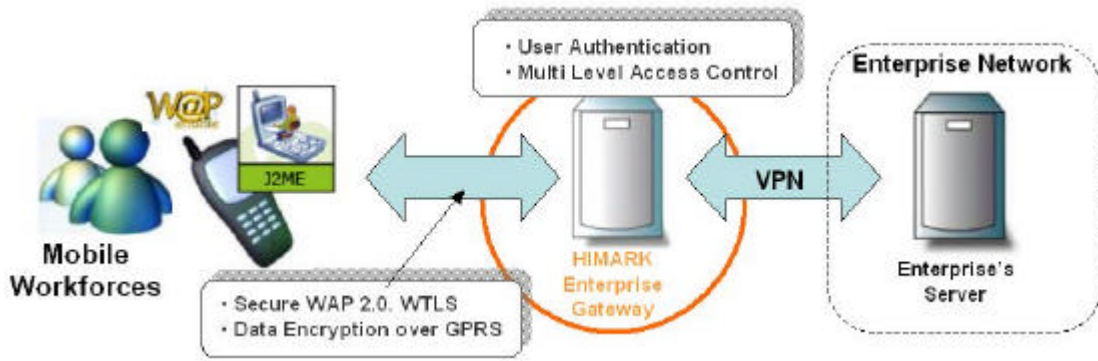


2.14 Enterprise Positioning



2.15 Enterprise Access Management

- Enterprise Mobile Access Service (EMAS) Interface
- Secure VPN between Enterprise server and Gateway
- Secure Data Encryption over GPRS network (J2ME client)
- Secure WAP 2.0. WTLS. WAP Transport Layer Security (TLS) protocol, a derivative of the Secure Sockets Layer (SSL) protocol.
- User Authentication
- Multi Level Access Control



2.16 EMAS Interface

- Enterprise Mobile Access Service (EMAS) Interface.
- Interface between Enterprise Gateway and Mobile Handset Client
- Simple HTTP / XML type connection
- Lower the technical barrier for in-house Enterprise application development
- Backup with Motorola Professional Service, One stop solution for Enterprise to leverage mobile technology to improve Enterprise’s productivity and efficiency

3 THE FUTURE



The Future of “Seamless Enterprise”





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