

Implement Mobility in Everyday Business Life

Niklas Savander
Senior Vice President
Enterprise Solutions
Nokia

Smart Moves

Enterprise Solutions 1 Year

- Enterprise mobility defined and brought to agenda
- Product portfolios redefined and focused
- Channels expanded
- Key alliances formed for effectively mobilizing applications and go-to-market
- However, Enterprise mobility is still in its infancy



What we have learned

- Mobility must become a key element of **business & IT strategies**
- Enterprise employees are increasingly mobile
 - Mobile technology is already making mobile workers more productive
 - Business groups within the enterprise are looking to make mobile workers more productive and mobilize their processes
 - If the users don't use the technology, the ROI will never be realized
 - IT organizational involvement is critical
 - Full ownership in business management

Enterprise Mobility Defined

- **User:** Superior usability and intuitive design. Access to information wherever you are, wherever you need it
- **CIO/IT:** Scalable, manageable and secure from infrastructure to devices.
- **Business Decision Maker:**
A cost effective solution that meets the needs of business: Growth, productivity, competitive advantage



Mobility Behavior is evolving and will change more dramatically



- Mobile phones defined “Lifestyle” for consumer mobility and will define “Workstyle” for the Enterprise
- Workstyle merges voice, data, applications and personal life choices determined by the mobile enterprise user
- Work itself is becoming more mobile
- Mobile email currently a top management solution
- By 2005 – over 60% of staff in Global 2000 will have mobile access to some corporate applications
- By 2007 more than 40% of corporate applications will have a mobility element

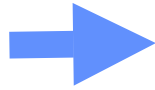
Mobile email

- Mobilizing email is our top priority

- Enterprise needs

- Variety of devices

- Variety of email solutions



Better match of needs
Better choice

- Mobilizing email will not require any major change in behavioral pattern
- To reap the full benefits of mobile email, organizations must mobilize their entire workforce




“Appropriate” tool for the task at hand

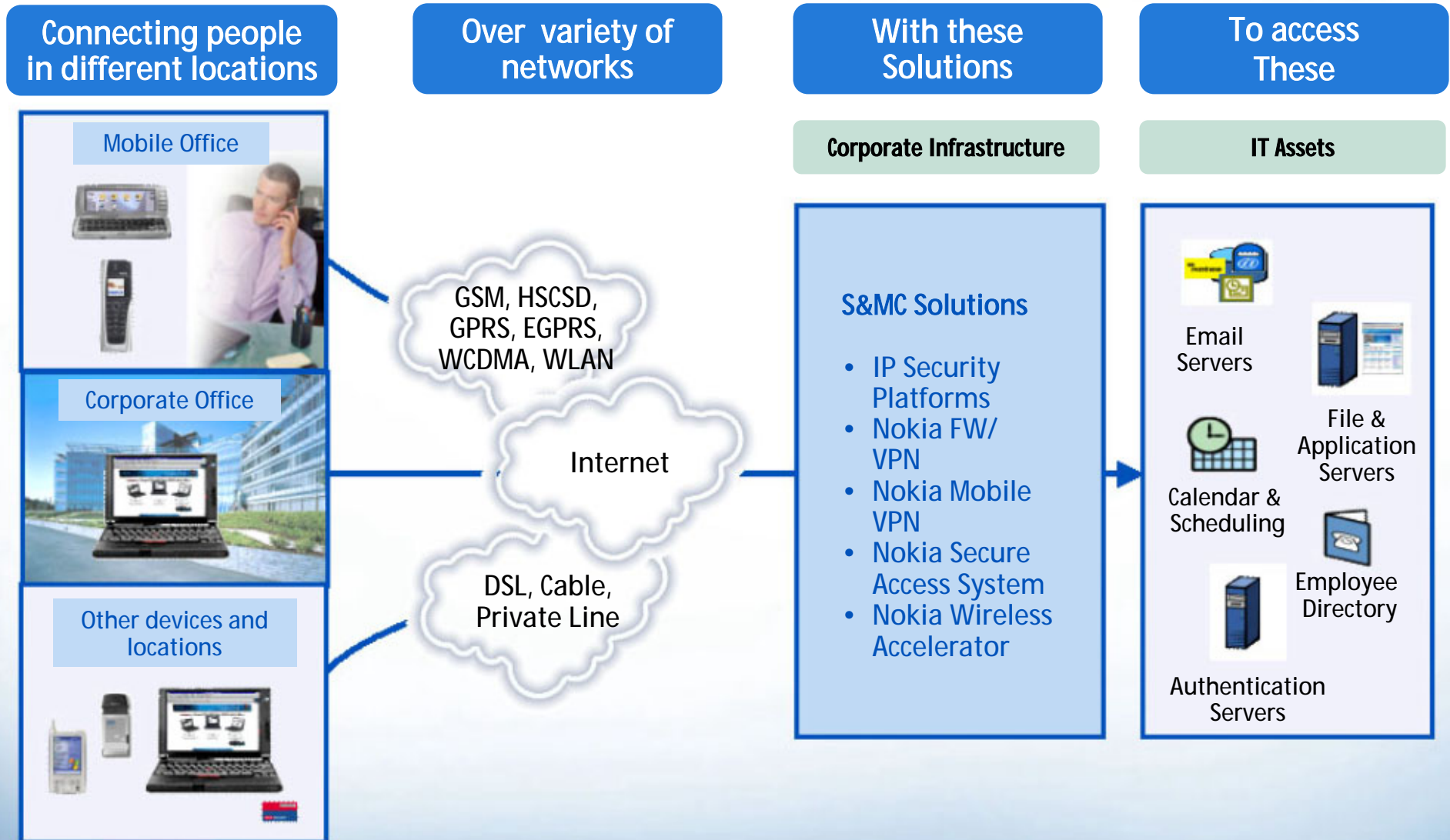
- Appropriate based on:
 - mobility context
 - task to be completed
 - basic read, reply, compose text email
 - read rich attachments
 - edit/develop rich attachments to send
 - link through to intra-extra-internet
 - available connectivity
 - wired: corporate LAN, Dial up, broadband
 - WiFi: corporate, home, hotspot
 - Cellular based: GSM, GPRS, Edge, 3G, ...
 - device type
 - corporate desktop, laptop
 - non corporate desktop, laptop, kiosk
 - handheld smart phone, mobile phone, PDA



Focused category offering for the Enterprise

End-user needs	Mobile solution		Shared Features
Access to back-office applications		Communicators	<ul style="list-style-type: none"> • Personal Information Management <ul style="list-style-type: none"> - Calendar - Contacts • Email access • Back-up • Synchronization • Connectivity to IT infrastructure • Device security • Over-the-air settings • Development tools • Multi-radio (WiFi, Cellular, Bluetooth)
Person-to-person messaging		Smartphones	
Personal information management		Messaging Device (Data)	
Mobile voice		Messaging Device (Voice)	
		Business voice	

Security enables mobile connectivity



Security & Mobile Connectivity Highlights 2004

- IP2250 and IP1260, two new high performance, carrier class security appliances for large enterprises
- Strong, solid partnership with Check Point firewall business, with agreement to compete in certain information technology arenas
- Strengthening of mobile connectivity offering with Nokia Secure Access System, an SSL VPN offering, with competitive enhancements in versions 2.0 and 2.1
- Seamlessly integrated Nokia Mobile VPN client for the Nokia 9500 Communicator, Nokia 9300 enterprise smartphone and latest Series 60 models



In collaboration with leading IT companies



Conclusions

- Nokia is in the best position to drive adoption of mobility in the enterprise
- Nokia will enable mobility through a broad portfolio of devices, security, connectivity and support & service
- Nokia will be the preferred device for mobile email and messaging in the enterprise
- Nokia will work in collaboration with IT players





NOKIA

CONNECTING PEOPLE

Smart Moves