

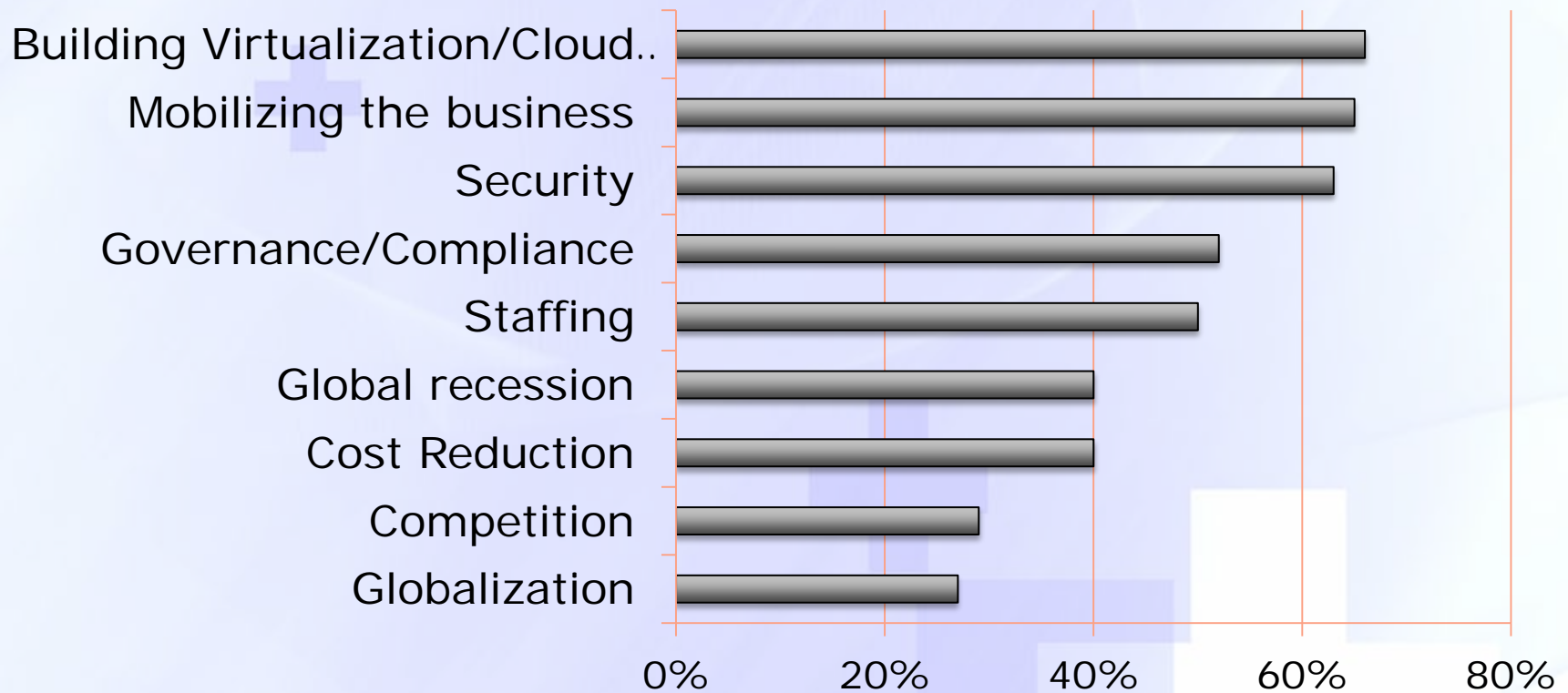


Mobile App Innovations

Paul Denham
AT&T Mobility Applications Consultant

Top IT leader concerns in 2012

% extremely & very concerned with the following issues



The Cloud

Mobility

**The New
Social Network**





Mobile Devices

Mobile Application Management

Mobile Device Management

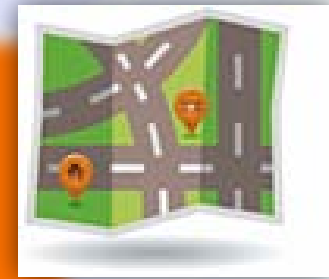
Mobile Productivity

Mobile Resource Management

Multi-modal Messaging

Mobile BI

Mobile Location Services



Location Services



Multi-modal



Barcodes



Messaging



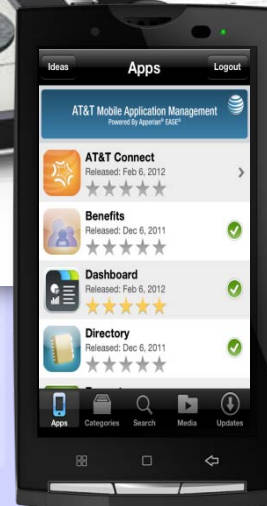


Trends

**From Business to Consumer
From Consumer to Business**



Mobile Devices



Mobile Management

Making Smartphones Enterprise Ready



Features for Mobile Solutions:

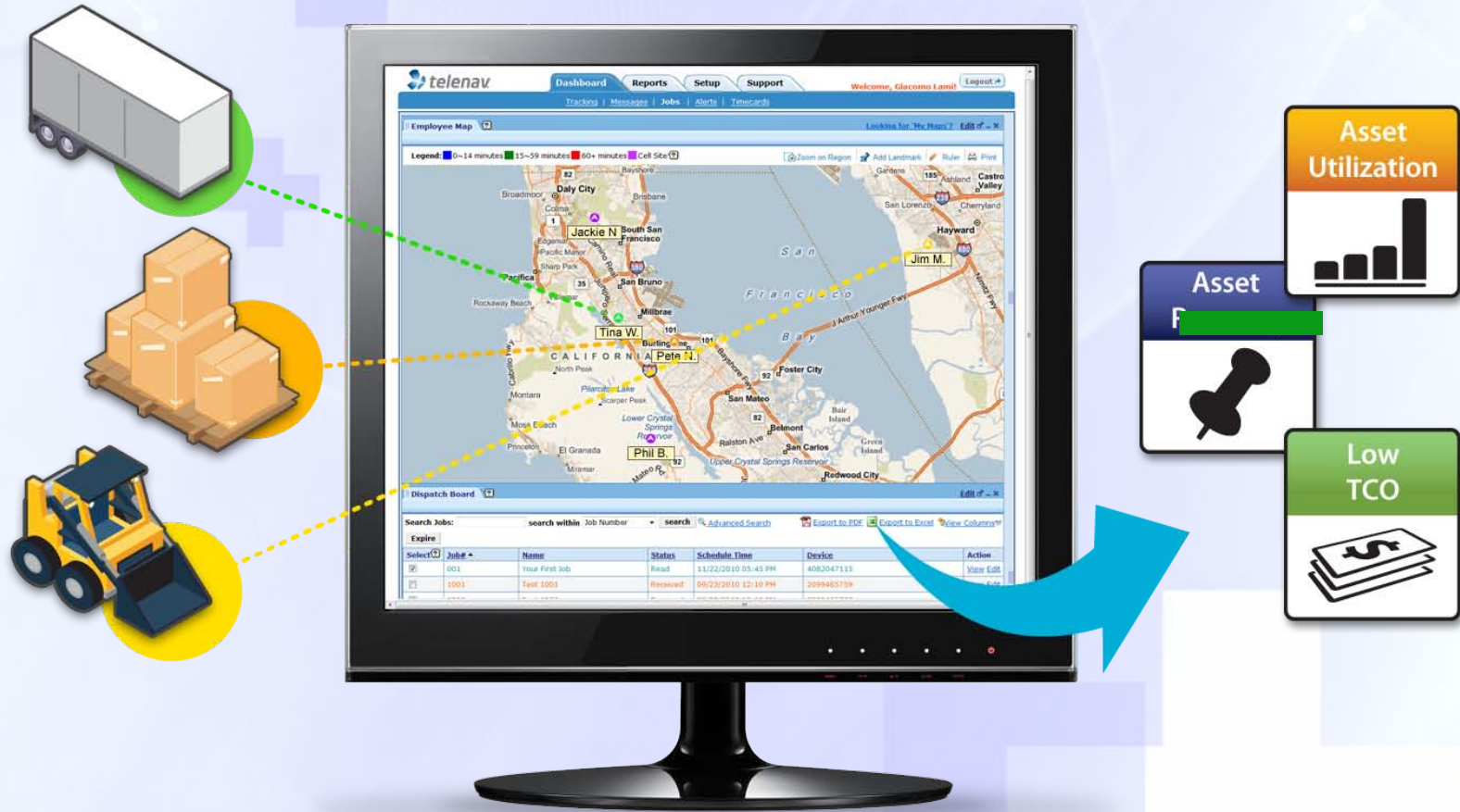
- Multi-OS, multi-carrier device management
- Advanced Security
- Remote Control
- Provision, configure and troubleshoot with minimal user interruption

Potential Benefits:

- Get smartphone operations under control
- Protects sensitive corporate data on smartphone devices
- Monitors and prevents unauthorized devices from accessing the corporate network



Location-Based Services

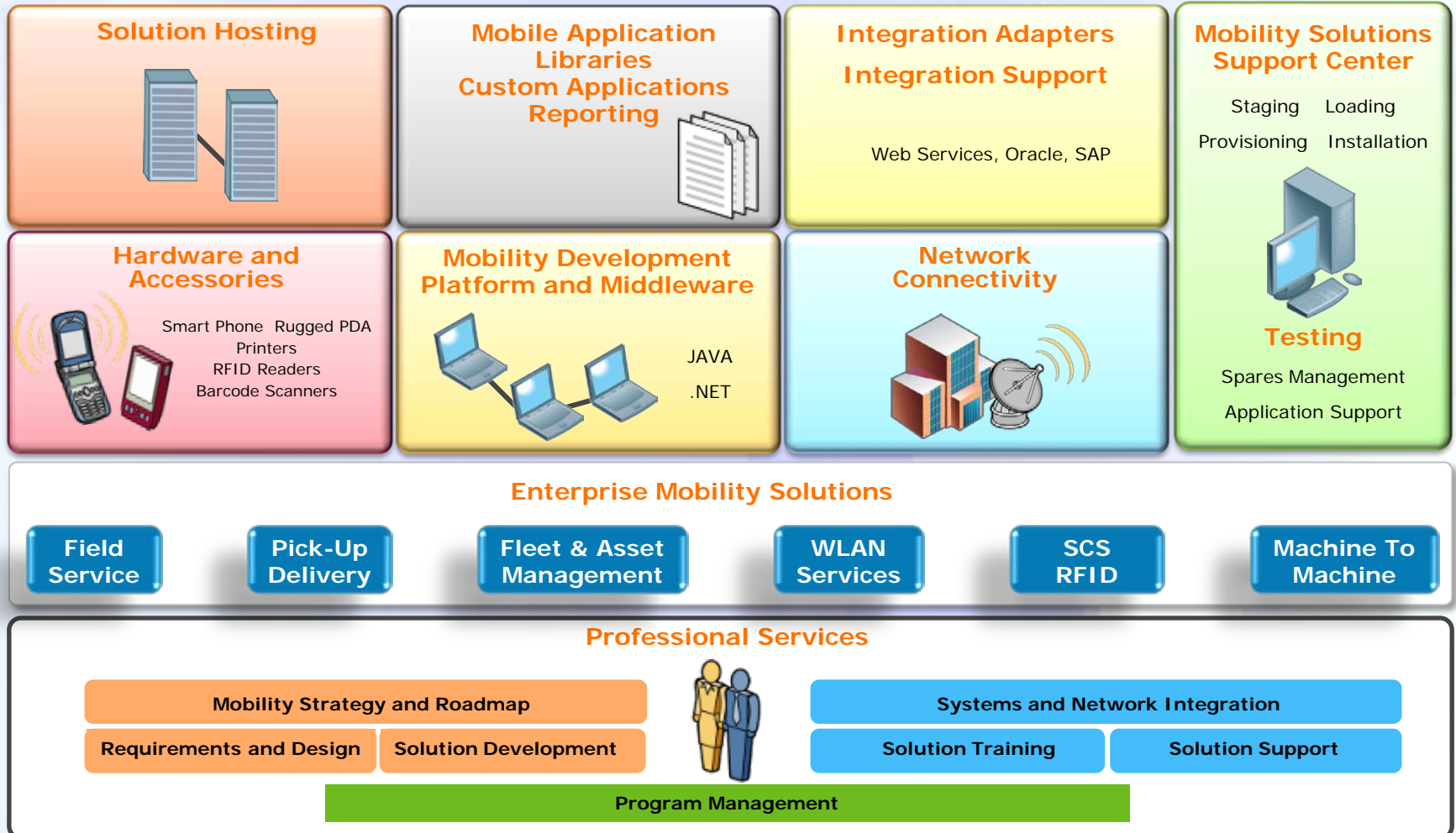


Mobile Productivity



End-to-End Mobility Solutions

The wide range of expertise in mobility solutions ensures an end-to-end solution implementation for the customer.





Rethink Possible[®]



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