

## iPass Enterprise Mobility Services

### Bring order to the chaos

#### Enterprise Mobility Management Is Chaotic and Out of Control

Mobile working is no longer the exception. It's the norm. Laptops have replaced desktops. And soon, virtually every knowledge worker will have a smartphone with the computing power of a circa-2005 desktop PC.

However, somewhere along the way to enterprise mobility, companies lost control—plunging anytime, anywhere business into expensive and risky mobile mayhem:

- A new generation of employees work how, where and when they want.
- Employees bring their own Blackberries, iPhones, Androids and other smartphones to the job.
- A diverse array of wireless networks is fragmented across providers, technologies, connection software and price plans.
- A variety of user segments all have different needs.

The result of all the chaos is that spending is out of sight and out of control. Worse yet, enterprise security is often undermined. And in the end, after all the efforts and expense, many workers still have trouble connecting when they need to.

Mobile operators haven't helped the issue. These companies built their businesses on providing connectivity to consumers, leaving many ill-equipped to deliver solutions that meet the integration, standardization and manageability requirements of the enterprise. So IT staff are caught in the middle—overwhelmed by user demands and underserved by vendors.

#### Financial and Business Risks of Mobility

If you aren't providing all of your employees a best-in-class mobility service, they'll do whatever it takes to get connected, often driving up your costs. Many times that means buying Wi-Fi day passes and 3G subscriptions at full retail prices. Or burying the charges for hotel and airport day passes in their expense reports. In fact, Gartner recently estimated that, on average, 70 percent of mobility costs were accounted for in this way. And nearly every company has a horror story about a \$6,000 international 3G roaming bill.

Beyond costs, all this unmanaged mobility increases security and compliance risks, too. Employees show up with their own mobility technologies and every Web-enabled smartphone becomes another point of exposure for the company's network and information assets. As mobile devices are used increasingly on web-based personal and corporate applications, exposing data and credentials to hackers and cyber-criminals, the traditional fist line of defense, the corporate VPN, weakens in its ability to protect the business.

#### Benefits of the iPass Enterprise Mobility Services Portfolio

##### TAKE CONTROL OF SERVICE DELIVERY, COST AND RISK

- Define and deliver a service tailored to the needs of your users and your business, combining different networks with policies for use across all mobile devices.
- Weaken carrier lock-in by mixing and matching various carrier networks under a single mobility management solution across all devices and usage scenarios.
- Contain connectivity costs by deploying policies based on analytic insights that enforce rules around use of expensive mobile networks.
- Contain connectivity costs with usage-based rules that enforce your enterprise mobility policies.
- Decrease end-user support costs through an intuitive user experience that simplifies mobile connectivity across wireless networks at home, at work, and on the road.
- Reduce exposure to damaging security breaches through enforcement of security policies at the point of internet connection.

##### EMPOWER YOUR WORKFORCE

- Increase workforce responsiveness. Keep users online and on task with pervasive connectivity and consistent experience across all networks.
- Improve communications and collaboration among your distributed workforce with a broad, always-available solution.
- Quickly roll out new mobile technologies without major upgrade cycles or user disruption.

## Introducing iPass Enterprise Mobility Services

Bringing order to mobile confusion is the all-new portfolio of iPass Enterprise Mobility Services. These cloud-based offerings power simple, smart and open solutions for the global enterprise, helping businesses deliver tailored solutions to their workforce while lowering their total cost of mobility.

Mobile workers enjoy an intuitive connection experience that keeps them productive. At the same time, IT gains unique insight and an intelligent single point of control over costs and compliance across all mobile networks and devices.



Since iPass services are based on an open platform that supports various mobile networks, iPass customers get freedom and flexibility to define and deliver services that mix and match carrier networks to meet their economic and business needs. This helps them reduce technology or provider lock-in and avoid the need to change infrastructure or disrupt the user's connectivity experience when moving to new technologies.

iPass' portfolio of mobility management services can be run over the iPass Mobile Network described below or any combination of networks you choose:

- **iPass Mobile Connect** is the simplest and smartest way for you to deliver and manage remote and mobile access across your globally distributed workforce.
- **iPass Mobile Insight** provides the real-time intelligence you need to optimize the quality, security and cost of your mobile Internet activity.
- **iPass Mobile Control** enforces security and controls spending across your growing global fleet of laptops, notebooks and mobile devices.
- **iPass Mobile Network** offers unmatched global broadband access, aggregating hundreds of networks into a single login based on your users' existing corporate credentials.

### iPass Mobile Connect: Smart and Simple Connectivity Management

The iPass Mobile Connect service lets you standardize on a simple and consistent connectivity experience across your entire mobile workforce. It spans laptops and popular smartphones whether they connect via corporate, personal or public

networks. Smart Network Selection technology selects the right network for the specific user situation. In addition, Mobile Connect automates the multi-step corporate login process, unifying home, on-campus and on-the-go connectivity. The service supports hundreds of 3G adapters and allows you to easily add your own specific devices using iPass' unique Open Device Framework.

Through the iPass Open Mobile Portal, Mobile Connect allows you to directly configure, test, deploy, track, update and support services tailored to your user segments. You can tailor profiles to specific user segments and integrate the service with enterprise user directories and other key systems to streamline management. And because it's cloud-based, it adapts quickly to emerging mobile technologies.

### Benefits of iPass Mobile Connect

- Provide a universal mobile connectivity management solution across all devices and networks.
- Design, deliver and manage segment-specific mobility services via the iPass Open Mobile Portal.
- Gain a path to lower connectivity costs via iPass' unique Smart Network Selection technology.
- Quickly augment the hundreds of devices already supported by the service using iPass' Open Device Framework.

### iPass Mobile Insight: Real-time Intelligence

The iPass Mobile Insight service offers you deep reporting and analysis on mobile usage across all your networks and devices. Use this data to monitor mobile usage today, - and in the future cost and compliance - by division, department or user group. Over time this service will deliver trending, variance and predictive analyses, and benchmark users against similar companies within the iPass customer base.

Mobile Insight enables your company to create and enforce effective usage policies based on real-world usage behavior using the iPass Mobile Control service,

### Benefits of iPass Mobile Insight

- Add deep reporting and analytics to your mobility solution.
- Leverage iPass' patented SQM data collection system.
- Analyze connectivity and mobile device trends and plan for the future.
- Implement fit-for-purpose mobility policies based on real-world data.

## IPASS MOBILE CONTROL: POLICY ENFORCEMENT

The iPass Mobile Control service provides a powerful policy enforcement mechanism at the point of Internet access. Your IT staff can apply and enforce cost and compliance measures across your mobile workforce by deploying a wide variety of connectivity- and device-oriented policies. The service's ECA Controller creates a powerful framework for controlling Internet and corporate access, application use and device posture by user group, device class and other attributes. As the Mobile Control service operates across a broad range of handheld and laptop mobile platforms and connectivity networks, it can unify control across the global workforce.

### Benefits of iPass Mobile Control

- Add powerful policy enforcement to your mobility management solution.
- Distribute and enforce policies automatically using iPass' ECA Enforcer technology.
- Control expenses by blocking specific Internet and VPN sessions based on role-based policies.
- Close rogue applications or launch required security as part of the internet connection process.
- Automatically warn users and alert administrators of violations.

### iPass Mobile Network: World's Largest Mobile Access Footprint

The iPass Mobile Network service lets enterprise workers use their corporate login credentials to gain access across the world's broadest multi-technology mobile access footprint, with the enterprise receiving a single detailed invoice and service provider relationship. The service aggregates hundreds of carrier networks, including 3G mobile broadband, Wi-Fi

hotspots, hotel Ethernet and dial-up across 160 countries. Authentication is handled through the globally redundant iPass Service Fabric, which delivers demonstrated 100 percent availability and end-to-end login security.

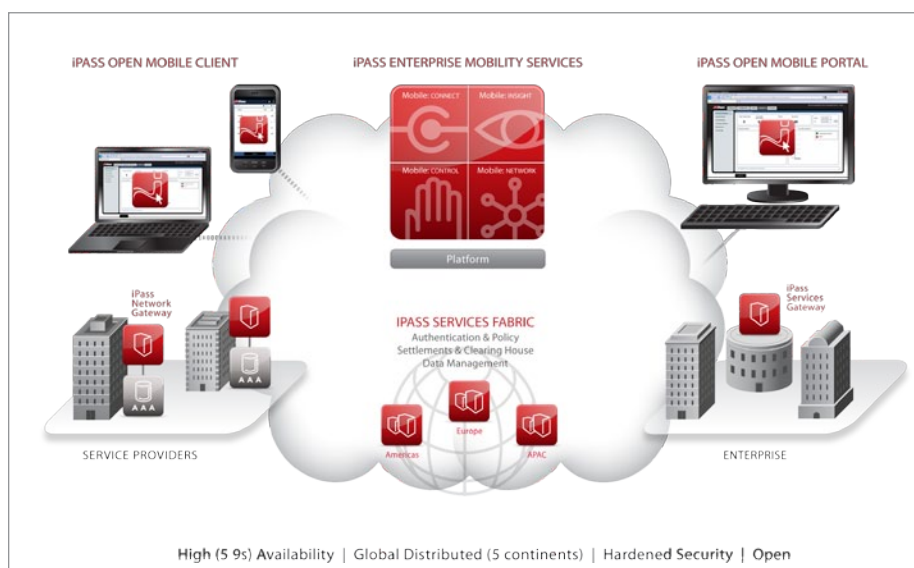
The iPass network spans more than 140,000 Wi-Fi and Ethernet venues in over 90 countries. It includes more than half of the world's commercial hotspots—including more than 30,000 hotels and 560 airports. In addition, the iPass Mobile Network integrates 3G mobile broadband service in the U.S., Europe and Asia. New access methods include in-flight Wi-Fi, automated free Wi-Fi login and 4G (WiMAX and LTE) coming soon.

### Benefits of iPass Mobile Network

- Empower your workforce with unmatched global broadband access via a simple and secure login across hundreds of networks using corporate credentials.
- Get one set of detailed records to simplify internal charge-back and expense management.
- Gain predictability and streamlined cost management by unifying the billing of hundreds of network providers into a single vendor relationship with iPass.
- Centralize management of 3G mobile broadband subscriptions across multiple countries and service providers from the iPass Open Mobile Portal.
- Enjoy maximum network redundancy and 100 percent demonstrated availability.

### Introducing the iPass Open Mobile Platform

The iPass Open Mobile Platform is a cloud-based service delivery system that powers iPass Enterprise Mobility services and gives your company unrivalled choice in devices, networks and services to support your enterprise mobility needs and keep up with the pace of innovation without an investment in infrastructure or risk of technology or carrier lock-in.



### **The iPass Open Mobile Platform comprises three primary components:**

- **iPass Open Mobile Client** is always-on lightweight software that runs on the mobile device. It orchestrates policy-based Internet and corporate access, collects and transmits data from the device to iPass systems, and interfaces with other client software as needed.
- **iPass Open Mobile Portal** is a Web-based management interface that provides control without complexity. It gives IT staff visibility, control and a high degree of automation in managing the full lifecycle of all iPass services.
- **iPass Service Fabric** is the highly available, secure and scalable cloud-based infrastructure designed to deliver iPass service functions, from network authentication to software distribution, configuration updates and service maintenance.

Based on Web services standards, this open platform extends and adapts to new technologies and easily integrates with enterprise systems and third-party software and service providers.

### **Bring Order to Enterprise Mobility**

If chaos best describes your own enterprise mobility situation, do something about it. Get a true enterprise solution that helps you get spending under control, ensure your company is meeting its compliance goals, and keeps your workforce connected and productive. Look into iPass Enterprise Mobility Services today.

Contact your account manager or visit [www.ipass.com](http://www.ipass.com).



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