

# Windows Mobile

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# Business Mobility Stakes Are Rising

- Strong growth in the business market based on deeper penetration of mobile messaging and convergence with mobile LOB applications
- Increased IT demand to align smart converged handheld device strategy with laptops
  - Need for generalized access infrastructure for email + apps
  - Manage devices like laptops (no compromise on managing corporate data or terminals accessing corporate network)
- Microsoft efforts focused on the following target customers
  - Upper mid market through large enterprise customers
  - Exchange 2003+ mobile messaging
  - Windows Server infrastructure customers

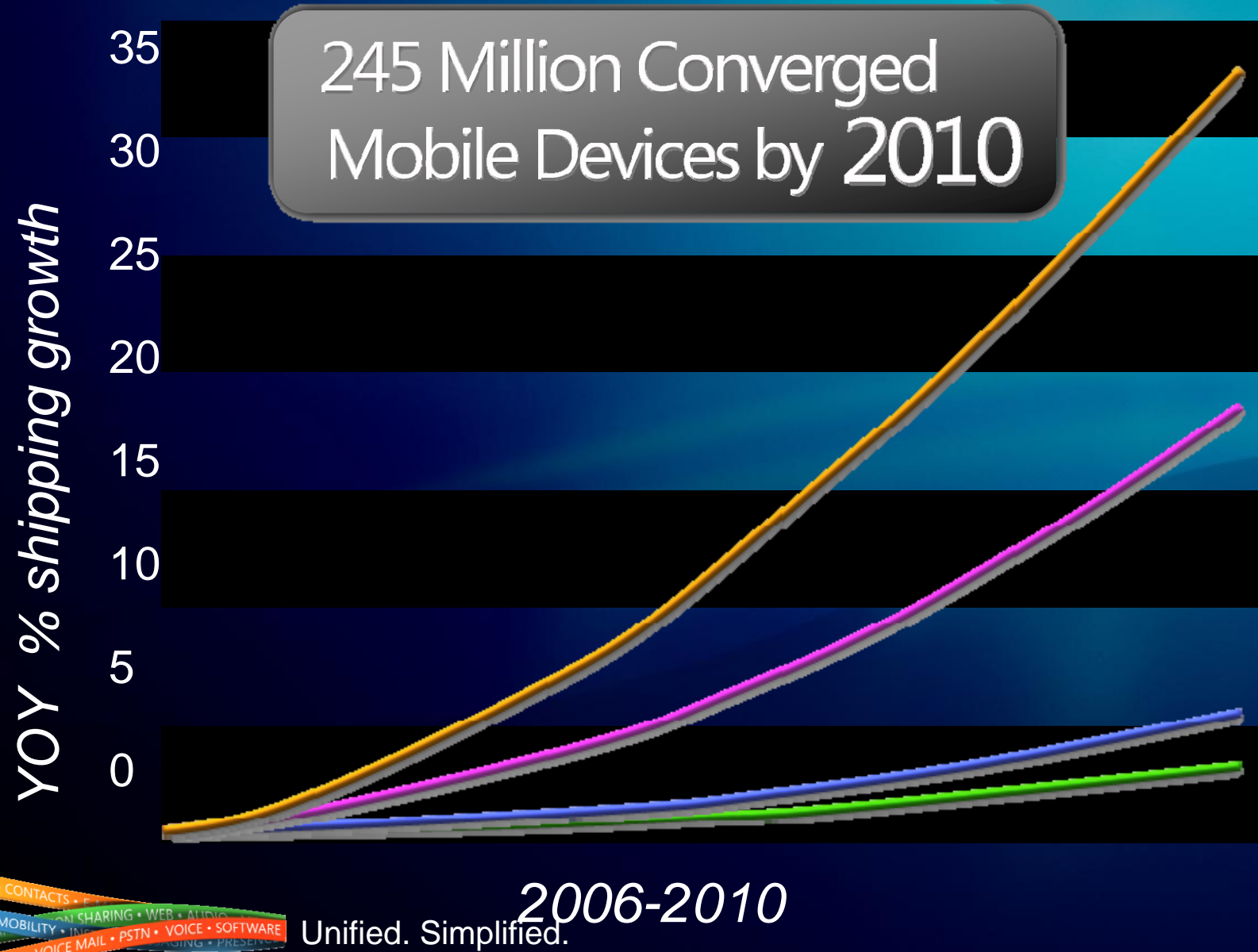


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SENCE • MOBILITY • INFRASTRUCTURE • VOICE • SOFTWARE  
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Note: Sizing based on support for Microsoft solutions. Source: MED Finance analysis and industry reports

# Business Wants Connected Mobility Solutions



**34.1%**  
Converged  
Mobile Phones

**18.6%**  
Mobile PCs

**5.8%**  
Mobile Phones

**3.9%**  
Desktop PCs

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SOURCE: Gartner Dataquest, and IDC 2006

**Worldwide, the mobile worker  
population is expected  
to increase to  
878.2 million by 2009  
accounting for >27%  
of the total global workforce**

# Microsoft's Business Mobility Vision

*It's about*

Business collaboration wherever and whenever

Access to information on my servers/network

Choice and customization/personalization



# Windows Mobile 6 & Exchange 2007

## 1. *Rich User Experience*

- *Faster access to my contacts*
- *Efficient management of mail*
- *Higher fidelity communications*
- *Built in Rights Management*
- *Integrated Windows Live experience*

## 2. Increased Mobile Productivity

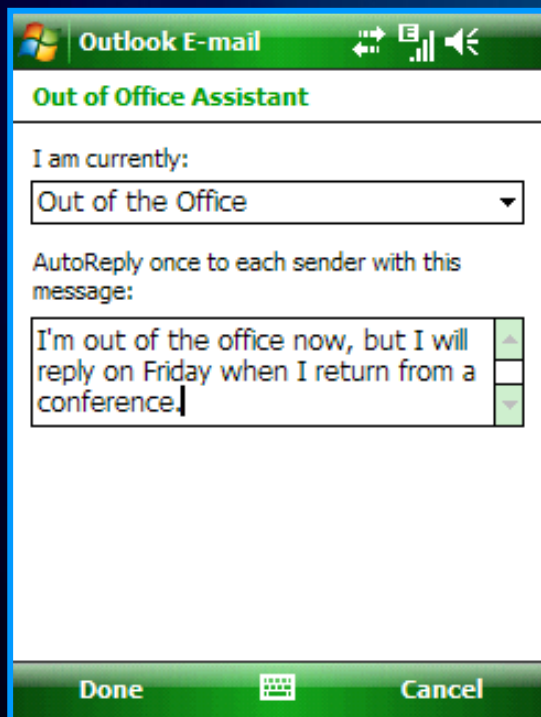
- *Greater network collaboration and interoperability*
- *Greater control and visibility to your calendar*
- *Information search*
- *New Office Mobile*
- *Improved on-line experience*

## 3. Security and Platform Management

- *Exchange Server 2007 mobile deployment enhancements*
- *Increased device control and security*
- *Highest standard for LOB development*
- *New business opportunities for Mobile Operators*



# New Windows Mobile 6 Features for Business



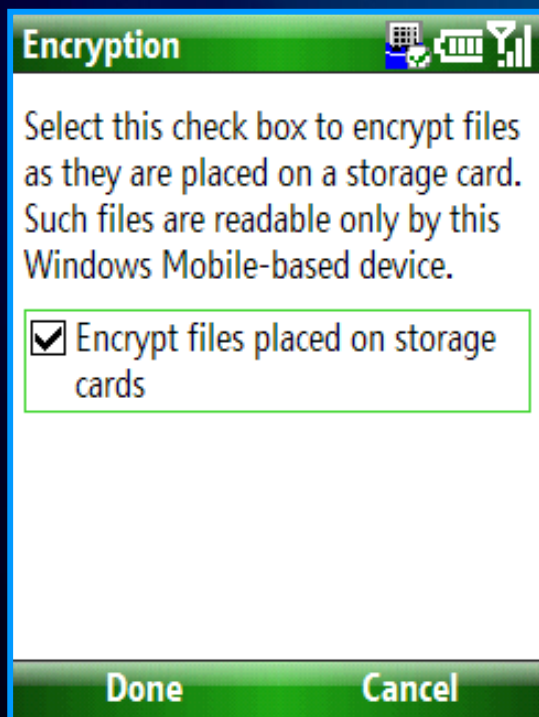
Out of Office  
Assistant

## Improved e-mail

- ☒ Set an Out of Office message while mobile so customers can easily let colleagues know they are away.\*
- ☒ Add a Follow-up Flag to an e-mail message so customers don't forget important tasks.
- ☒ Use Fetch to save time by downloading a single message without a full send/receive.\*

\* Enabled by Microsoft Exchange Server 2007

# New Windows Mobile 6 Features for Business



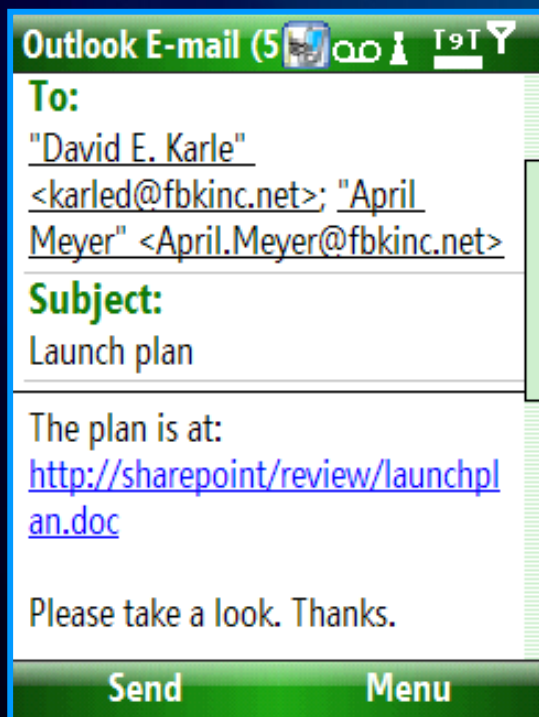
## SD Card Encryption

## Strengthened security

- ✓ Encryption of SD storage card data to prevent unauthorized access to sensitive information
- ✓ Remote data wipe of SD storage cards\* if a customer loses a device
- ✓ Enhanced PIN protection by requiring periodic password renewal\* so IT can better protect network data

\* Enabled by Microsoft Exchange Server 2007

# New Windows Mobile 6 Features for Business



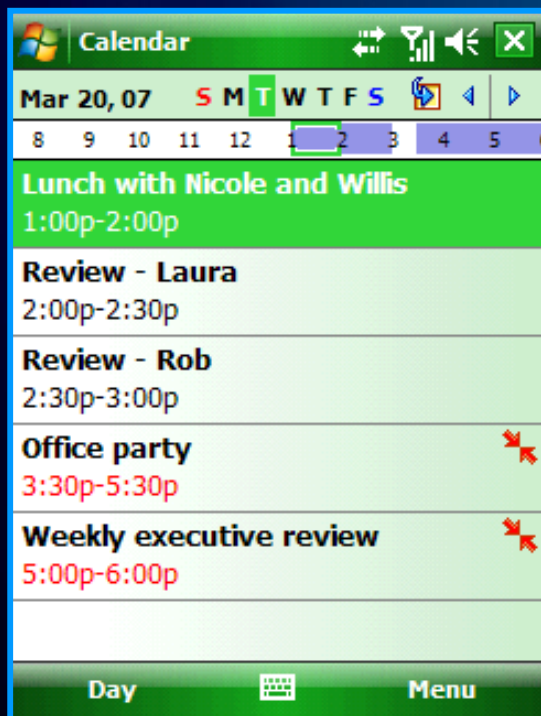
## Improved collaboration

- ✓ Access to Microsoft® SharePoint® software\* to easily manage and share important documents
- ✓ Retrieve documents from a link so customers don't need to send the document as an attachment.

## SharePoint Message Link

\* Enabled by Microsoft Exchange Server 2007

# New Windows Mobile 6 Features for Business



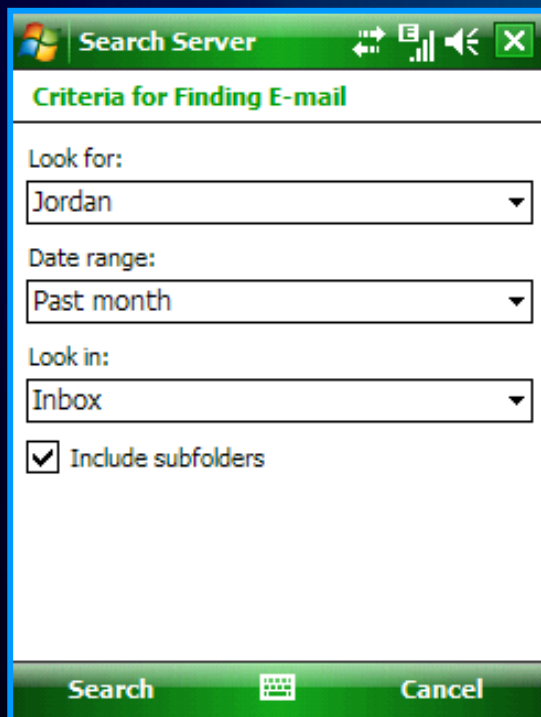
# Enhanced Calendar capability

- ✓ Quickly recognize scheduling conflicts when creating a meeting.
- ✓ See who has accepted an Outlook® meeting invitation.\*
- ✓ Clearly see upcoming events with improved Calendar views.

# Scheduling Conflicts

\* Enabled by Microsoft Exchange Server 2007

# New Windows Mobile 6 Features for Business



Search Server

## Better access to Exchange

- ✓ Use search\* to find a message on Exchange Server 2007.
- ✓ With Global Address List\* lookup, customers can quickly find a colleague's Contact information by accessing the corporate address book over the air.

\* Enabled by Microsoft Exchange Server 2007

# New Windows Mobile 6 Features for Business

Fabrikam Product X				
2007	Product X			
	EMEA	US	Americas	AP
Month	Units	Units	Units	Ur
January	15.00	11.25	2.00	
February	17.00	12.75	4.00	
March	22.00	16.5	2.00	
April	20.00	15	1.00	
May	15.00	11	5.00	
June	16.00	12	5.00	
July	18.00	13.5	2.00	
August	10.00	7.5	10.00	1
September	19.00	14.25	4.00	
October	21.00	21	2.00	
November	7.00	15.75	9.00	
December	5.00	5.25	9.00	
Total by Product	185.00	155.75	55.00	5
View Menu				

Microsoft Office  
Excel Mobile

## Better access to Office Mobile

- ☑ Customers can now use Microsoft® Office Word, Excel®, and PowerPoint® Mobile documents on Windows Mobile 6 Standard.
- ☑ Receive Word and Excel documents as e-mail attachments, make basic edits, and send the documents back as an attachment.
- ☑ View PowerPoint presentations.

# Top Five Features for Business

1

## Microsoft® Office Mobile

...on Windows Mobile 6 Standard for reading and editing documents on the go

2

## Enhanced search on Exchange Server 2007

...to search for a specific message on the server

3

## Microsoft SharePoint®

...to access documents while mobile

4

## Calendar views

...to easily see Calendar conflicts and attendee status

5

## Out of Office capability

...to set an Out of Office message while mobile



d. Simplified.

# 6.1 Key Features

- 1 **New Home Screen**  
...sliding panel for voicemail, email, contacts text messages, calendar, getting started, music/photos
- 2 **Bluetooth Pairing**  
...automatic detection
- 3 **Threaded text messaging**
- 4 **Web Browsing**  
...zoom in and zoom out
- 5 **Mobile Device Management**  
...Robust IT management capabilities from both Exchange 2007 SP1 and System Center Mobile Device Manager



d. Simplified.

## Feature

Microsoft®  
Exchange  
Server 2003 SP2

Microsoft®  
Exchange  
Server 2007

1

### Advanced Mobile Communications

Global Address Lookup (GAL) for phone



E-mail Flags



"Fetch" e-mail without full sync



Manage Out-of-Office (OOO) notifications



View Attendee Acceptance Status



2

### Increased Mobile Productivity

Forward from appointments



Server e-mail search



Document Access (Microsoft® Office SharePoint®)



Server/Universal Naming Conventions (UNC)



GAL for e-mail



3

### Integrated Mobile Business Performance

Storage Card Wipe



New Device Lock Policies



Simplified Mobile administration



Increased policy management and flexibility



Outlook Web Access (OWA) Self Service



User reporting through Internet Information Services (IIS)

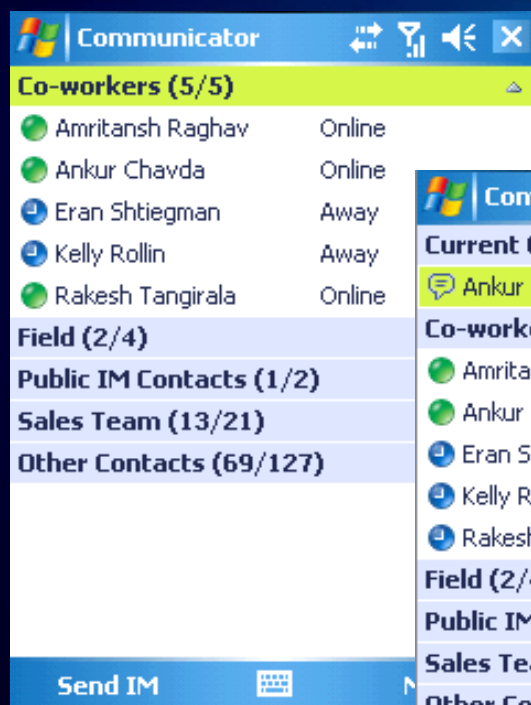


Monitoring via Microsoft Operations Manager (MOM)

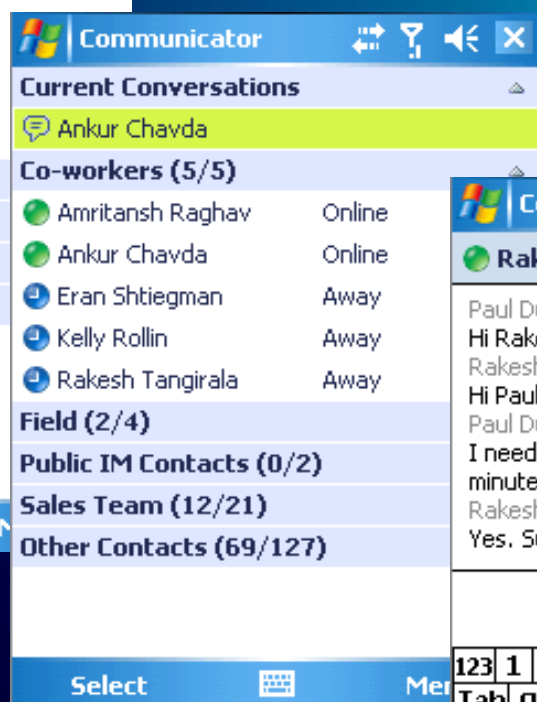


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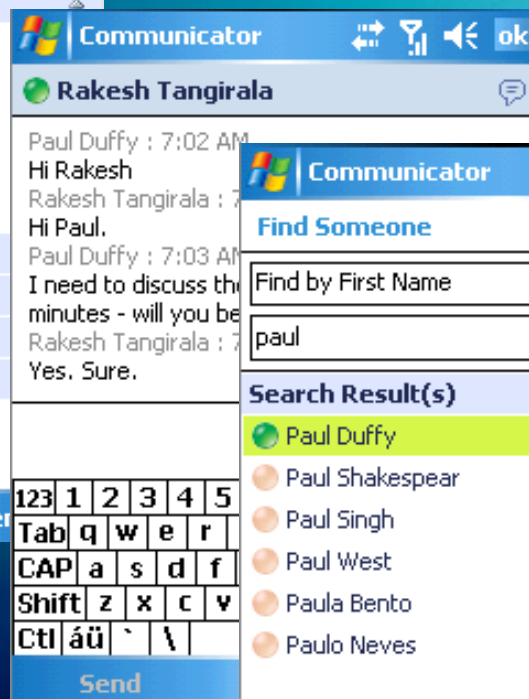
# Communicator Mobile



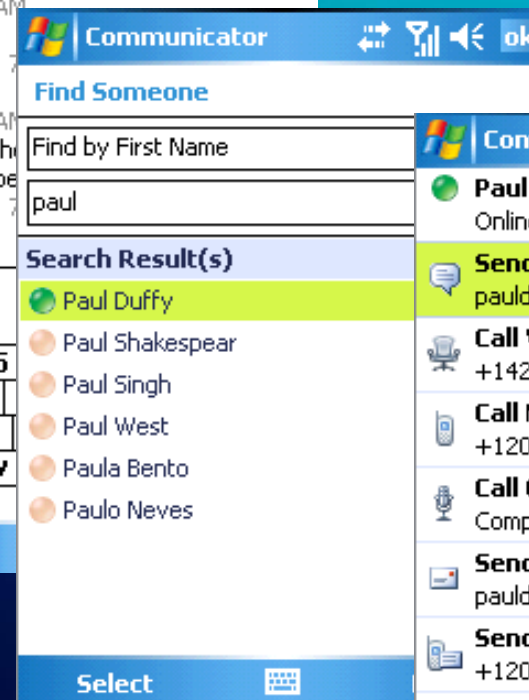
*Same look and feel and contact list as desktop client*



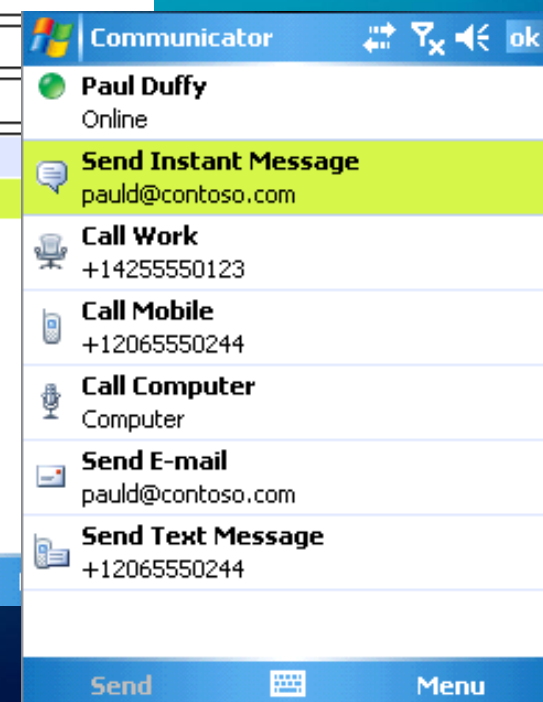
*Mobile device optimized features (current conversations shown as example)*



*Conversation window*



*Search integrated into organization's corporate directory*



*Access multiple forms of communication with a contact, including via the mobile phone from the same interface*

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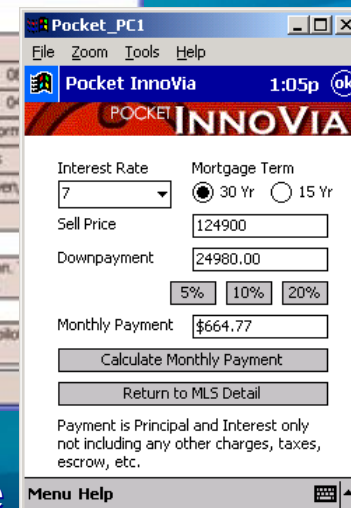
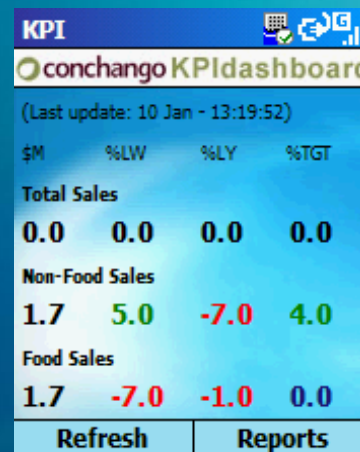
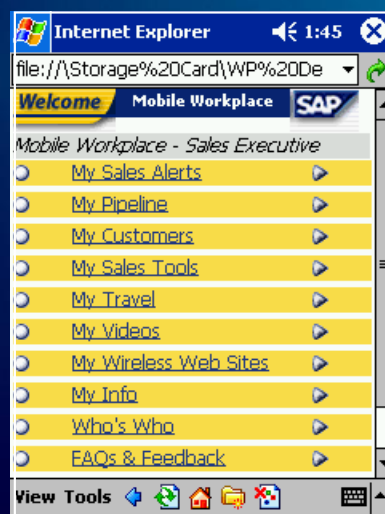
# Line of Business Applications

Productivity

Customer Service

Agility

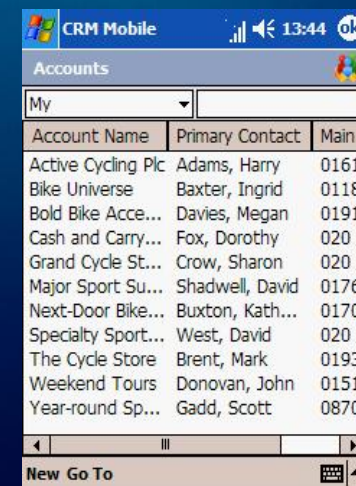
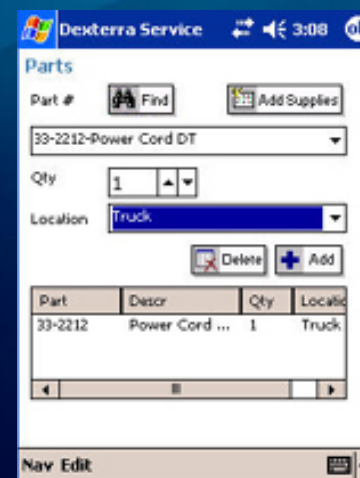
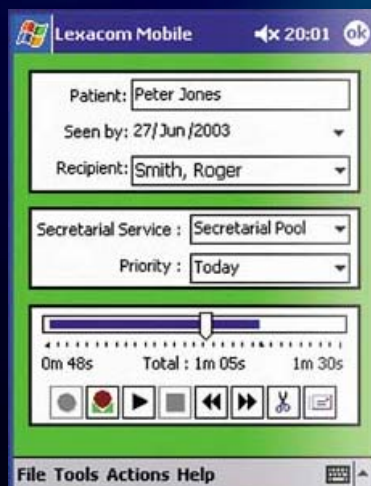
Competitive Edge



Sales Force Automation

KPI

Real Estate



Financial Services

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Legal

Travel

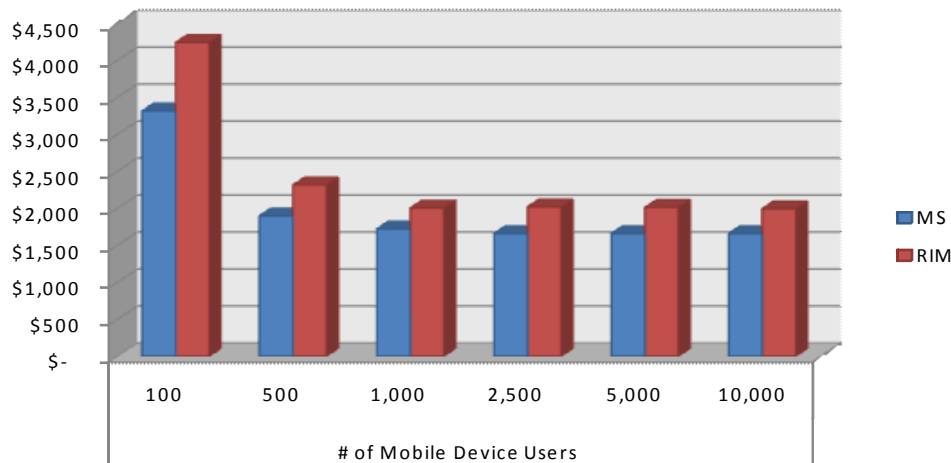
Field Service

Microsoft CRM

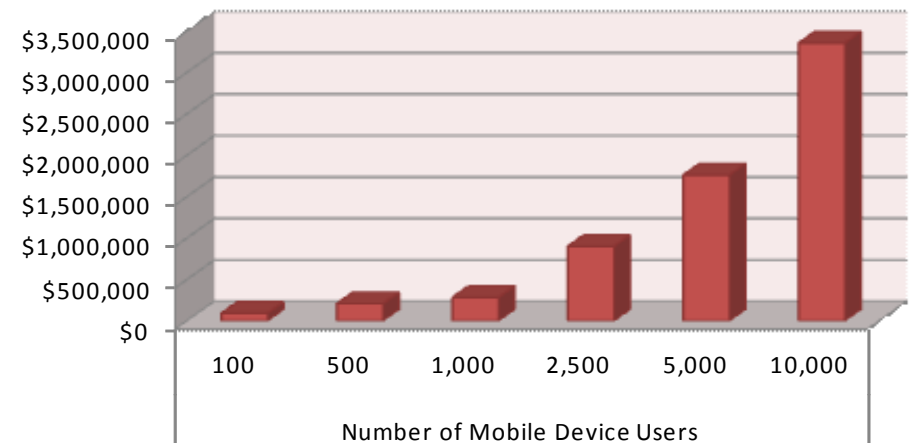
# Updated: Wipro Total Cost of Ownership Analysis *Microsoft*

- Wipro Technologies examined the TCO of RIM vs. Windows Mobile in May 2007
  - Collected data from 162 Enterprise in US and EMEA
  - Test lab ran both solutions, verifying field results
- Windows Mobile TCO 20-28% lower than RIM
  - Less infrastructure, fewer components, lower support, better scalability
  - RIM users per exchange server maxed at 3,750, compared to WM of 7,500
  - 89% of RIM deployments survived used OWA, showcasing its acceptance

Projected 3 Year Total Cost of Ownership per User for Mobile Messaging with Exchange Server 2003



3 Year Additional Cost of RIM Blackberry Solution



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Full report available at : <http://www.microsoft.com/windowsmobile/business/strategy/tco.msp>

# Introducing: System Center Mobile Device Manager

**Helps IT Pro manage Windows Mobile phones like laptops and PCs**

**Manages security for sensitive corporate data and compliance on Windows Mobile phones, all in a single environment**

**Enables increased access to information with a single point, behind the firewall access to corporate data and applications**



# Core Feature Areas

System Center Mobile Device Manager will enable Windows Mobile phones to be deployed and managed (device and security) like PCs and laptops in the IT infrastructure, providing network access to corporate data

## Security Management

- Active Directory Domain Join
- Policy enforcement using Active Directory/Group Policy targeting (>130 policies and settings)
- Communications and camera disablement\*
- File encryption
- Application allow and deny
- Remote wipe
- OMA-DM Compliant

## Device Management

- Single point of management for mobile devices in enterprise
- Full OTA provisioning and bootstrapping
- OTA Software distribution based on WSUS 3.0
- Inventory
- SQL Server 2005 based reporting capabilities
- Role based administration
- MMC snap-ins and Powershell cmdlets
- WMU On/Off control
- OMA-DM compliant

## Mobile VPN

- Machine authentication and "double envelope security"
- Session Persistence
- Fast Reconnect
- Internetwork roaming
- Standards based (IKEv2, Mobike, IPSEC tunnel mode)

Management Workload  
Deployment: inside firewall

Network Access Workload  
Deployment: in DMZ

# Exchange 2003 – 2007 SP1 Mobile Policy Matrix

Exchange Version	E2K3 SP2	E2K7	E2K7 SP1 SCAL	E2K7 SP1 ECAL	Exchange Version	E2K3 SP2	E2K7	E2K7 SP1 SCAL	E2K7 SP1 ECAL
Windows Mobile Version	WM5 & Above	WM6 & Above	Future*	Future*	Windows Mobile Version	WM5 & Above	WM6 & Above	Future*	Future*
General					Encryption				
Direct Push	Yes	Yes	Yes	Yes	Enforce Device encryption	-	-	Yes	Yes
Email, Calendar, and Contact Synchronization	Yes	Yes	Yes	Yes	Storage Card Encryption	Yes	Yes	Yes	Yes
Task Synchronization	Yes	Yes	Yes	Yes	Enforce Device encryption	-	-	Yes	Yes
Remote Device Wipe	Yes	Yes	Yes	Yes	Require signed SMIME messages	-		Yes	Yes
SSL Encryption	Yes	Yes	Yes	Yes	Require encrypted SMIME messages	-	-	Yes	Yes
					Require Signed SMIME algorithm	-	-	Yes	Yes
					Require encrypted SMIME algorithm	-	-	Yes	Yes
					Allow SMIME encrypted algorithm negotiation	-	-	Yes	Yes
					Allow SMIME SoftCerts	-	-	Yes	Yes
Sync					Device Control				
Policy Refresh Interval	Yes	Yes	Yes	Yes	Disable removable storage	-	-	-	Yes
Allow non-provisionable devices	Yes	Yes	Yes	Yes	Disable desktop ActiveSync	-	-	-	Yes
Max Attachment Size	-	Yes	Yes	Yes	Disable camera	-	-	-	Yes
Attachments Enabled	-	Yes	Yes	Yes	Disable SMS and any MMS text messaging	-	-	-	Yes
Configure message formats (HTML or plain txt)	-	-	Yes	Yes					
Include past email items	-	-	Yes	Yes	Network Control				
Email body truncation size	-	-	Yes	Yes	Disable Wi-Fi	-	-	-	Yes
HTML email body truncation size	-	-	Yes	Yes	Disable Bluetooth	-	-	-	Yes
Include past calendar items (Duration)	-	-	Yes	Yes	Disable IrDA	-	-	-	Yes
Require manual sync while roaming	-	-	Yes	Yes	Allow internet sharing from device	-	-	-	Yes
					Allow desktop sharing from device	-	-	-	Yes
Authentication					Application Control				
Password Required	Yes	Yes	Yes	Yes	Allow consumer email	-	-	-	Yes
Min Password Length	Yes	Yes	Yes	Yes	Disable POP3/IMAP4 email	-	-	-	Yes
Alphanumeric pwd	Yes	Yes	Yes	Yes	Allow consumer email	-	-	-	Yes
Inactivity Timeout	Yes	Yes	Yes	Yes	Allow browser	-	-	-	Yes
Max Failed Password Attempts	Yes	Yes	Yes	Yes	Allow unsigned applications	-	-	-	Yes
Enable password recovery	-	Yes	Yes	Yes	Allow unsigned CABs	-	-	-	Yes
Allow simple password	-	Yes	Yes	Yes	Application allow list	-	-	-	Yes
Password Expiration (Days)	-	Yes	Yes	Yes	Application block list	-	-	-	Yes
Enforce password history	-	Yes	Yes	Yes					
Allow Windows file share access	-	Yes	Yes	Yes					
Allow Windows SharePoint access	-	Yes	Yes	Yes					
Minimum number of complex characters	-	-	Yes	Yes					

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