



Antenna Concert Carrier Edition

Powerful, Flexible Mobility Platform for Wireless Service Providers



KEY FEATURES AND BENEFITS

- Open, standards-based architecture that minimizes TCO by leveraging existing development knowledge and tools (Eclipse and Visual Studio)
- Robust development tools for drag-and-drop modeling, auto-generation of application screens, and management of custom application code
- Prebuilt application adapters, standards-based technology adapters and database adapters that facilitate rapid integration with leading back-office systems
- Patent-pending two-factor authentication verifies both users and devices and ensures that corporate assets are secure
- Patented data management and messaging framework which streamlines workflow and protects enterprise information
- Broad device support (Blackberry, Windows Mobile, Symbian) ensures the right mobile solution can be built for the right device
- Integrated user, application and device management to enable simple, complete mobile administration
- Internationalized platform and localization console enables simultaneous deployment of applications in multiple languages

Today's wireless service providers face the increasing risk of commoditization as competitive pressures skyrocket along with the global demand for mobile services. Wireless carriers now have two options. They can continue to deliver limited services like mobile voice, data, and email and struggle to differentiate themselves from the competition. Or, they can get involved in the value chain like never before, offering mobile application services that increase their strategic value to businesses and open up new revenue streams. Mobile applications are no longer "just for the enterprise" now that SMBs and SOHO customers are adopting business applications at increasing rates. With the prevalence of advanced mobile devices, intelligent mobile applications and the demanding expectations of a time-starved, technology-hungry workforce, global businesses of any size can no longer turn a blind eye to the benefits of mobility. And who better to turn to than their wireless carriers for reliable services that meet all of their mobility needs?

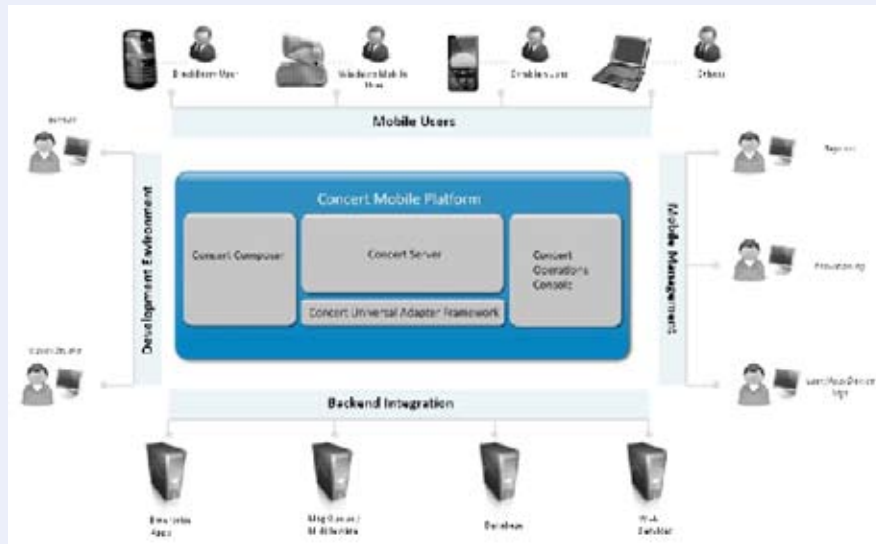
THE BUSINESS MOBILITY PLATFORM

Antenna is the technology leader in business mobility. The Antenna Concert platform a powerful, flexible and complete mobility platform for developing and running mobile business applications. Antenna Concert takes the cost and complexity out of building, maintaining and deploying mobile applications so that business assets and intelligence can be leveraged by mobile workers whenever they need it, wherever they go. All mobile applications developed using Antenna Concert can run on multiple device platforms, allowing applications to be developed once and then made globally available through multiple distribution channels.

Antenna Concert Carrier Edition enables wireless carriers to host the Concert Server and associated mobile applications as a service for thousands of business customers and millions of mobile workers. Its patented technology facilitates access to customers' business data without having to store it, making it easy to package mobile applications. Carriers now have the opportunity to:

- Open their business to new markets, including enterprise, SMB and SOHO markets
- Accelerate subscriber growth with innovative, intuitive mobile applications that support their customer's needs
- Increase average revenue per user (ARPU) and reduce churn with value-added services that will dramatically

CONCERT MOBILITY PLATFORM



CONCERT CARRIER EDITION AT A GLANCE

The Antenna Concert Carrier Edition is an open, standards-based mobile application platform that leverages the robust infrastructure of wireless carrier companies. In addition to the mobile development capabilities of the platform, the carrier edition enables service providers to:

- Package and sell powerful mobile applications as billable services
- Leverage a multi-tenant environment with carrier-grade scalability to millions of subscribers
- Operate a customer care portal designed specifically for wireless carriers to comprehensively manage both services and subscribers
- Utilize connection management controls and a customizable reporting engine to bill at the application or service level

ANTENNA CONCERT COMPONENTS

Antenna Concert packages a comprehensive array of reusable application components, supports the broadest range of mobile devices and connects to the widest cross-section of enterprise systems, all while leveraging industry standard development tools like Eclipse and Visual Studio for building and personalizing mobile applications. Antenna Concert includes the following components:

Concert Composer

The integrated development environment (IDE) used to design, build, and configure mobile applications for various supported device types.

Concert Server

An event-driven messaging system that manages the communication of data between distributed applications and back-office data sources.

Concert Universal Adapter Framework

An extensible infrastructure for integrating with existing systems using point-to-point application adapters, technology adapters (such as MQ) and native database adapters. Pre-built adapters are available for SAP, Oracle E-Business, Siebel CRM, JD Edwards and many other systems.

Concert Operations Console

Automates the provisioning and management of mobile applications, users and devices.