



## SOLUTIONS AT-A-GLANCE

REAL. BUSINESS. MOBILITY.<sup>™</sup>

### ANTENNA MOBILITY PLATFORM<sup>™</sup>

Antenna Mobility Platform (AMP) is the industry leading software platform for building, deploying and managing mobile enterprise applications. AMP powers a variety of mobile applications, which empower the people that use them to think and work differently. With AMP, organizations can literally transform the way they do business, fueling customer satisfaction throughout the enterprise and sustaining competitive advantages. AMP<sup>™</sup> is comprised of the following major platform components:

**AMP<sup>™</sup> Gateway** is the heart of the Antenna Mobility Platform, provides the core wireless messaging functions – store and forward, and push messaging. AMP Gateway is responsible for the bi-directional communications and secure, redundant connections between your enterprise systems and global wireless carriers. Leveraging the latest standards-based technology, it offers the greatest security, flexibility and scalability for industrial-strength mobile deployments.

**AMP<sup>™</sup> Enterprise Connect** integrates and extends your enterprise data (CRM, ERP, SCM, custom-built applications) to your mobile field professionals' devices at their point of need. Platform independent and designed for optimal performance with today's leading host systems, AMP Enterprise Connect can be used to combine multiple backend applications into a seamless and powerful mobile composite application.

**AMP<sup>™</sup> Mobile Connect** enables the deployment of feature-rich, intuitive mobile applications across multiple device platforms. AMP Mobile Connect provides multiple ways to access the host system, and users may apply one or many of the following options:

**AMP<sup>™</sup> Smart Client** – provides real-time and offline capabilities to mobilize your business-critical field processes into a simple and effective wireless application across various smartphone devices.

**AMP<sup>™</sup> Voice** – enables mobile workers to communicate seamlessly with their enterprise systems via touch-tone and voice activated technology.

**AMP<sup>™</sup> Messaging** – provides one-way or two-way messaging in real-time between any wireless device and your enterprise applications over any wireless network.

**AMP<sup>™</sup> Management Center** is a comprehensive mobile deployment, administration and IT management web-based console. It provides centralized management of users, devices, and over-the-air provisioning, deployment and updating of applications. Administrators can also enforce security and device management setting and policies and have access to detailed usage and activity reports based on users, devices and apps in real-time.

**AMP<sup>™</sup> Studio** is the most advanced and powerful mobile development environment available. It offers a graphical, drag and drop application modeling interface for building mobile applications across multiple device types for write-once-deploy-to-many development. AMP Studio is installed as a plug-in to the Eclipse IDE and works with other leading IDE's, including Visual Studio .NET and the BlackBerry JDE.

*“Antenna moved into the leader's portion of the Gartner Magic Quadrant in 2008, and remains there in 2009.”*

– Gartner Magic Quadrant for Mobile Enterprise Application Platforms, Dec. 16, 2009

*It's not just email anymore.*

According to a research study, an average user demands more functionality after 3-6 months of having a wireless email device.

Mobile users are increasingly relying on wireless “alternative devices”, and business managers are now seeing the value of wireless mobility in achieving their bottom line.

*This is why we exist.*

Antenna Software extends your backend applications and critical business data in real-time to any mobile device over any network worldwide. So you get the right data, at the right place, at the right time.





## ANTENNA SOFTWARE

REAL. BUSINESS. MOBILITY.™

The **Antenna Mobility Platform™** (AMP) powers the real-time mobile enterprise - a must for today's fast-moving, always-connected and customer-driven world. Delivered as a hosted service, AMP makes going mobile simple, secure and cost effective with end-to-end management and reporting of wireless messages, network connections, users, applications and devices. Antenna's broad portfolio of industry-focused mobile applications streamline and improve processes and can be easily configured to meet unique needs. AMP applications run on any mobile device platform, including Apple iPhone, RIM BlackBerry, Windows Mobile, Windows, and Symbian. With more than a decade of proven success with Global 1000 customers, Antenna is the global industry leader with a passion for mobility, a commitment to excellence and an unwavering focus on customer success.

Follow Antenna on Twitter @AntennaSoftware  
<<http://twitter.com/AntennaSoftware>>.

### THE VALUE OF AMP

- **Ensure** control and flexibility of mobile deployment
- **Transform** business processes & empower people through mobile applications
- **Maximize** ROI of existing systems through mobility

### AMP™ MOBILE BUSINESS SOLUTIONS SUITE

The AMP Mobile Business Solutions Suite seamlessly extends your backend applications to front line employees who need them the most. Our pre-built solutions mobilize more than 50 leading enterprise applications, as well as custom and legacy systems.

**AMP™ Sales** provides your sales force with a 360-degree view across all the facets of a customer relationship—accounts, opportunities, contacts, tasks, and more from an easy-to-use mobile application on their handheld device.

**AMP™ Service** allows your field service team to effectively deliver aggressive Service Level Agreements (SLAs) by providing them with bi-directional access to real-time customer, inventory, and job-related information.

**AMP™ Support** gives your busy technology support staff real-time, on-the-go access to IT help desk and service management systems for optimal responsiveness and ability to resolve issues.

**AMP™ Pharma** provides access to targeted product, physician, and hospital information to automate and improve key pharmaceutical business processes.

**AMP™ Consumer Goods** improves field operations by providing merchandisers with immediate access to critical data and giving management effective insight into vital information, such as distribution, pricing, promotional compliance and shelf displays.

### AMP™ PROFESSIONAL & SUPPORT SERVICES

Antenna Software's Customer Support Services allow you to drive more value from your Antenna mobile solutions implementation. You can leverage our wealth of experience in deploying and managing enterprise mobile solutions.