

## PRODUCT BRIEF

# AT&T Mobile Enterprise Applications Platform

Any-to-Any Mobile Architecture Driving Context and Location Aware Applications

### A Paradigm Shift

"Mobility is not being given appropriate attention: It's not considered a formal part of IT infrastructure and operations. Therefore, many projects are deployed as islands of mobility. Integration between IT and mobility is critical. In addition, years of pilot projects on a volatile set of technologies are yielding a fragmented picture. Organizations need to use strategic planning to invest in infrastructures that can adapt to future needs and last longer."

*\*Key Issues for Mobile Applications 2008  
by Ken Dulaney, VP Distinguished Analyst Gartner, March 18, 2008*



As more employees conduct their business in the field, and as more backend workflows are linked to field-based interactions, the mobility of information becomes a crucial factor in the overall efficacy of IT systems. Mobility is becoming a core component of IT architectures and companies must maintain control over an ever-changing mobility landscape to remain agile as business requirements change due to new users, devices, and business processes. Moreover, organizations must be able to quickly and easily create dynamic mobile applications that are aware of user context, preferences and location in order to drive real-time collaboration in the field, intelligent business process automation, and greater customer responsiveness.

The AT&T Mobile Enterprise Applications Platform is designed expressly for enterprises that want to incorporate a strategic mobile technology platform into their existing IT infrastructure. AT&T MEAP offers an open and flexible architecture that leverages your IT investments and serves as the central hub to bring together the four primary elements of a comprehensive mobile deployment: data, devices, development and management.

AT&T MEAP consists of five primary parts that cohesively interoperate with each other and with existing IT infrastructure elements to extend, control, and amplify business processes to the mobile workforce.

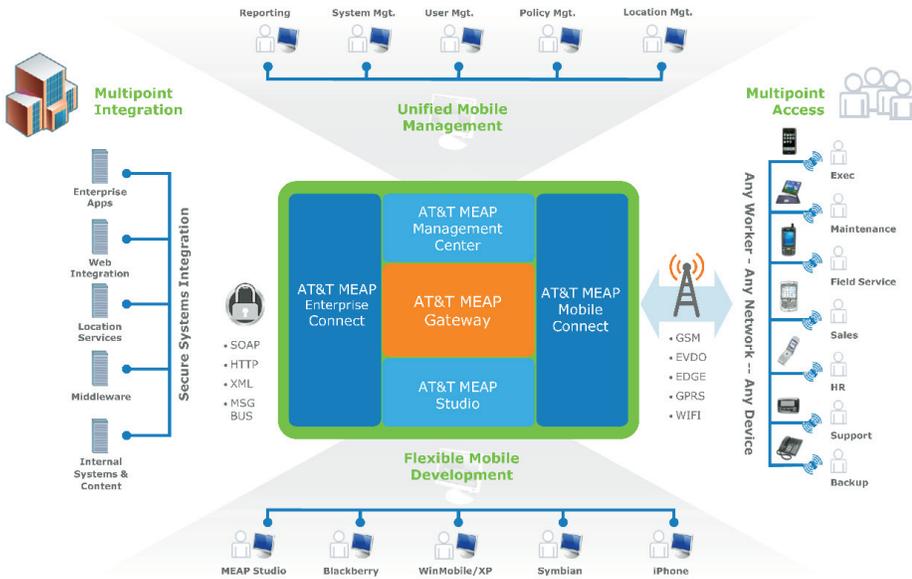
### AT&T MEAP Gateway

As the heart of the AT&T Mobile Enterprise Applications Platform, the AT&T MEAP Gateway provides the core wireless message transformation and transaction functions — store and forward, and push messaging. AT&T MEAP Gateway is responsible for the bi-directional communications and secure connections between any internal or external business data source and any wireless carrier in the world.

The AT&T MEAP Gateway also houses powerful mobile services engines that can be deployed with the mobile solution:

**AT&T MEAP Voice Services** access to enterprise data via a combination of voice recognition, text-to-speech and touch-tone technologies.





AT&T MEAP Location Service leverages open and standard LBS interfaces and APIs to embed location-aware capabilities.

AT&T MEAP Content Services intelligent data repository that stores and generates dynamic and static business documents.

**AT&T MEAP Enterprise Connect**

It uses a variety of protocols (XML/HTTP, SOAP, JMS, RMI, text file, etc.) to seamlessly integrate with and extend any data source (CRM, ERP, SCM, Web, legacy, etc.). It extracts, transforms, and encrypts data and sends it in real-time to the AT&T MEAP Gateway. AT&T MEAP Enterprise Connect can also combine multiple backend applications into a seamless mobile composite application that facilitates greater process automation and efficiency.

**AT&T MEAP Mobile Connect**

It provides multiple ways for workers to access enterprise data remotely, ranging from thick client to thin client applications running across multiple device platforms (BlackBerry, Windows Mobile, Palm, and iPhone). Depending on the requirements of the user and business, one or more of these application clients can be employed so that workers have the optimal tools they need to be effective.

AT&T MEAP SmartClient provides a feature-rich, thick client mobile application with real-time and offline capabilities.

AT&T MEAP SmartClient MX provides a robust always-on mobile application with a simplified user interface.

AT&T MEAP WebClient provides access via a mobile Web-browser with local data persistence on the device.

**AT&T MEAP Management Center**

It is a comprehensive mobile deployment, administration, and IT management Web-based console comprised of the following modules:

**AT&T MEAP Mobile Manager** centralizes management of users, devices, policies, and applications via a single interface.

**AT&T MEAP Provisioning Manager** enables users to easily install and update mobile applications over-the-air directly onto their devices.

**AT&T MEAP Reporting Manager** generates detailed ad-hoc usage and activity reports based on users, devices, and applications.

**AT&T MEAP System Manager** enables comprehensive ongoing administration of the AT&T Mobile Enterprise Applications

Platform using advanced, NOC-grade monitoring and troubleshooting tools.

AT&T MEAP Location Manager tracks the movement of field personnel by capturing and displaying periodic time stamped geoposition updates from GPS enabled devices.

**AT&T MEAP Studio**

It is a graphical development environment that combines component-based and model-driven approaches for faster, more efficient development and greater application reuse. AT&T MEAP Studio provides a unified, end-to-end environment for designing, building, testing, and maintaining mobile applications across multiple device platforms. It leverages the world's leading open source IDE—Eclipse-- using standards-based technology, such as XML, XSL, Web services, and Java so that developers can leverage their current skill sets.

**What Makes AT&T MEAP Unique**

**Extensibility:** AT&T MEAP seamlessly integrates with and mobilizes various heterogeneous data sources from internal or external systems.

**Agility:** AT&T MEAP builds configurable component-based, context-aware applications that can run across multiple device platforms.

**Visibility:** AT&T MEAP provides extensive tools for managing, monitoring, analyzing, and troubleshooting the mobile deployment and its systems from end-to-end.

**Adaptability:** Because it is built on open, standards-based technology and is SOA-ready, AT&T MEAP easily adjusts to changes in business or IT requirements.

**Flexibility:** AT&T MEAP can be deployed as an on-demand SaaS solution, installed as an on-premise implementation, or a hybrid of both.

**Security:** AT&T MEAP ensures highest level of end-to-end security using the latest authentication, encryption, and remote management capabilities.

For more information contact your AT&T Representative or visit us at [www.att.com/ameap](http://www.att.com/ameap).

