

PRODUCT BRIEF

AT&T Mobile Enterprise Applications Platform - **WorkBench Solution**

Harnessing the Power of the iPhone for Business

"The availability of a fully managed service for deploying and managing business applications on the iPhone will fuel its growth in the enterprise market. CIOs can easily meet demands for rigorous security and control, without sacrificing any of the strong user experiences."

Steven Drake, Program Vice President for Mobility and Telecom research at IDC

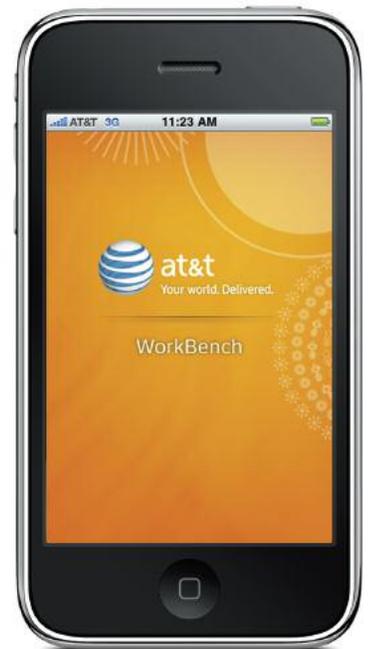
"This innovative web application from AT&T gives Oracle customers a turn-key option to take advantage of the unique iPhone user experience that is easily governed and administered by the enterprise." "Sales organizations and bio-pharma companies looking to improve sales effectiveness and customer care through mobility can quickly gain competitive advantage by leveraging this powerful combination of technologies and services."

Anthony Lye, Oracle senior vice president of CRM.

The Apple iPhone has changed the idea of what you can do on your wireless device. With its revolutionary user interface, cutting edge technologies and mobile applications focus, the iPhone has captured the attention and imagination of consumer and business users alike. Now, the AT&T Mobile Enterprise Applications Platform (AT&T MEAP) enables enterprises to harness the full power and potential of the iPhone for their field workforces.

A Revolutionary Approach to iPhone Applications

AT&T MEAP provides a uniquely designed, enterprise-class mobile architecture to address the needs of the enterprise for deploying, protecting and managing always-available web applications on the iPhone. Through the patent-pending AT&T WorkBench for iPhone, enterprises can deploy and keep web applications for work protected in a dedicated area on the device. The web applications are enabled with offline access to distinct data stores on the iPhone. In addition, the AT&T WorkBench allows the applications it is managing to multitask and switch quickly between active web applications for greater productivity.



How it Works

With AT&T MEAP and the AT&T WorkBench, companies can create a private channel specifically for deploying their own mobile web applications to the iPhone. The provisioning process is simple and intuitive, while at the same time helps ensure that IT has complete control over all applications.

1. iPhone devices and corresponding user profiles are established in the AT&T MEAP Management Center
2. Users install the AT&T WorkBench by going to Apple's App Store and downloading the AT&T WorkBench
3. AT&T WorkBench connects to and authenticates with the AT&T MEAP Gateway
4. IT deploys, provisions and administers mobile web applications based on an employee's role and requirements through the AT&T MEAP Management Center to the AT&T WorkBench

AT&T MEAP Applications on the iPhone

AT&T MEAP is not just a powerful platform for building, deploying and managing mobile applications; it also offers ready-to-run mobile solutions that can help drive collaboration, increase productivity and streamline workflows.



AT&T WorkBench

AT&T MEAP SALES

AT&T MEAP SALES for Oracle CRM On Demand enables field sales teams to have virtually anywhere, anytime access to their critical customer and sales information, including Accounts, Contacts, Leads and Service Requests. It empowers the sales force with real-time information to be more effective and responsive. Plus, it can help to increase CRM usage and improve the timeliness and accuracy of sales pipeline data.

AT&T MEAP Pharma

AT&T MEAP Pharma is specifically designed for sales teams in the pharmaceutical and life sciences industries to provide real-time access to Oracle CRM On Demand for Life Sciences on the iPhone. It allows reps to retrieve and capture important notes and orders from the device in real-time regardless of wireless connectivity. Using AT&T MEAP Pharma, sales reps can make more productive use of their time, while on the road or waiting for an appointment, to be more prepared and effective.

Key benefits:

- **Enhanced security safeguards to meet enterprise requirements, including remote wipe/lock and certificate based authentication**
- **Always-available access to web applications and data using store-and-forward and push notification for real-time communications and messaging**
- **Ability to extend multiple heterogeneous systems in composite web applications for greater efficiency in the field**
- **End-to-end visibility and delivery of all transactions between the iPhone and host systems**
- **One platform—AT&T MEAP—to support multiple device platforms: iPhone, BlackBerry, and Windows Mobile**

For more information please contact your AT&T Sales Representative or send an e-mail to attmeap@att.com.

