

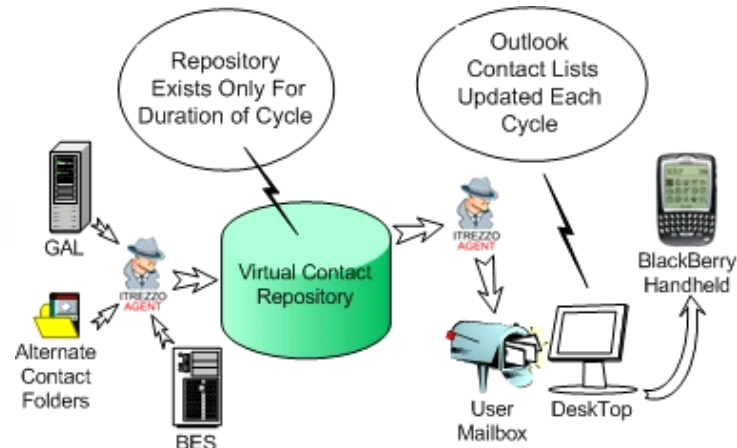
## Enterprise Preparedness Software (EPS)

The premise of this document is to show that the itrezzoAgent is a proven method of enhancing established contact management, which other types of similar software will not address. The remainder of this document shows how itrezzoAgent EPS can be the optimal choice for your organization.

### A Centralized Contact Solution

The itrezzoAgent EPS solution specifically manages BlackBerry PIN and telephone data for the purpose of emergency and enhanced business communications. EPS can also remove the burden from Information Technology groups of keeping user contact information up to date.

The itrezzoAgent EPS gathers handheld information and stores it in a central repository. On a predetermined schedule, the itrezzoAgent EPS will update the user contacts stored in mailbox servers located anywhere within the organization.



The itrezzo EPS Advantage

So what does this mean?

Other types of software which may claim to have similar abilities as the itrezzoAgent are not centralized, but instead require handheld or desktop applications to be installed on remote devices. This creates a challenge for an organization to be able to maintain and support the software.

As an example, if an organization has 2,500 users which will require a 3<sup>rd</sup> party application to be installed on these handhelds the questions that should be asked are as follows:

- Who will install the 3<sup>rd</sup> party software onto all handhelds?
- Who will share the additional burden to support this software as issues arise?
- What additional IT Staff training and resources will be required to support this new software?
- How will handheld replacements and upgrades be addressed?
- Is this solution producing an ROI, or just increasing my Total Cost of Ownership (TCO)?

As additional thought is placed into these questions, it can be assumed that the burden of support will fall on the IT organization itself and its technical staff. This will create an increase in required helpdesk support, additional technical staff to be able to handle issues remotely by visiting users, and in the end the ROI for this software drops dramatically.

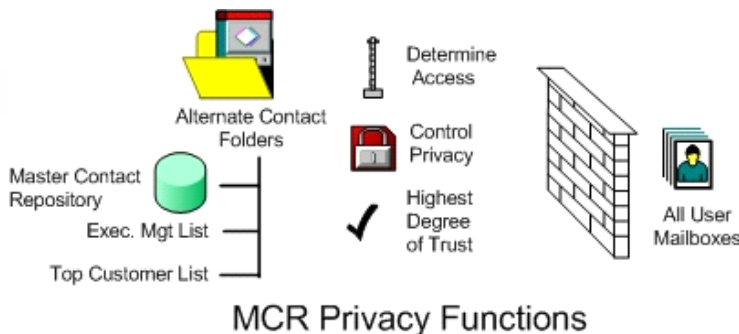
For example, the typical mobile user is an executive and when a device application fails, support can be particularly frustrating for both the executive and the support staff:

- Remote Desktop sharing is rarely available for wireless handhelds
- Handheld devices and operating interfaces vary widely among dozens of models
- Device memory limitation are common
- Lack of coverage can make support impossible, or at best create additional frustration
- Network and firewall issues can all complicate troubleshooting and support

## Contact List Update

The workgroup capabilities afforded in Microsoft Outlook allow effortless sharing of contact information. Numerous folders can be established and maintained using the Microsoft Outlook client. Contacts can be both internal and external to the organization.

Organization have contact details in Active Directory, Public Contact Folders, SQL Databases, and all of these have different forms of relevant data that conflict and complement each other. If at some point in the future, you must integrate contact data from additional sources, ensure that your enterprise contact management solution will accommodate a diverse set of trusted sources.



MCR Privacy Functions

## PIN to PIN Messaging

BlackBerry handhelds have become indispensable tools that allow high-powered users to communicate with other members of their organization. Management tools that allow BlackBerry users to take greater advantage of their handhelds are valued at the highest levels of the organization.

For BlackBerry users, PIN-to-PIN messaging is available between all BlackBerry handhelds regardless of the underlying wireless network layer. The PIN-to-PIN messaging does not require an email server, or a BlackBerry server, instead messages are relayed through the wireless infrastructure and then directly to another handheld. This offers the advantage that messages are delivered quickly and can show the sender a confirmation that the message has been delivered to the recipients handheld.

Other software may be able to add contacts to a handheld but will have little to no ability in detecting existing duplicates and avoiding those which occur. There is also the concern of having a method to separate "pushed" or Mandatory contacts from a user's personal contacts. Without the ability to separate Mandatory contacts from personal contacts, user objections can create severe stress when senior management objects to the cluttering of contact folders.

Another issue that many other handheld software products are that they have limited or no ability to leverage existing distribution groups in the global directory. Having to frequently update handheld user lists as staffing changes occur can be a significant burden on an overburdened IT staff. Since the Messaging staff already maintains such lists, an effective solution should include maximizing the ability to leverage groups, nested groups, dynamic distribution lists that an organization has already invested in.

The challenge of effective PIN messaging is to ensure that coworker PINs are kept current in the BlackBerry address book. For instance, if a contact is not part of a list, the itrezzoEPS will still update the correct PIN for the respective user. An example would be in the event that a user transfers their BlackBerry to another staff member, it can be very distressing when a PIN message is accidentally delivered to the wrong person. The itrezzoAgent EPS contact process will clear PINs for users that no longer have a BlackBerry. It is important to note that this is done throughout the organization.

Since itrezzo automatically leverages the PIN and address information which can be automatically stored in Active Directory, large organizations will be able to leverage cross component PIN updates.

## Summary

This document has discussed approaches to wireless and enterprise contact management as it relates to itrezzoAgent EPS.

Three specific areas have been discussed regarding how the itrezzoAgent excels at enhancing established contact management which other types of similar software may not be able to address.

The main points of the software are as follows:

### Centralized Contact Solution

- Gathers Handheld information and stores it in a central repository
- The itrezzoAgent EPS will update user contacts stored in mailbox servers located anywhere within the organization

### Contact List Update

- itrezzoAgent Software will utilize the capabilities afforded in Microsoft Outlook allow effortless sharing of contact information
- The itrezzo software can integrate contact details in Active Directory, Public Contact Folders, SQL Databases, and all forms of relevant data.
- Separates "pushed" or Mandatory contacts from a user's personal contacts.
- Ability in detecting existing duplicates and avoiding those which may occur.

### PIN-to-PIN Messaging

- itrezzo automatically leverages the PIN and address information which can be automatically stored in Active Directory
- itrezzoAgent EPS contact updates will clear PINs for users that no longer have a BlackBerry
- If a contact is not part of a list, the itrezzoEPS will still update the correct PIN for the respective user

To be truly prepared for an emergency, we must consider a contingency plan for when our workplace and information technology infrastructure is destroyed. Considering that our personnel are most likely to depend on BlackBerry® Wireless Handhelds™, PDAs and/or cell phones to facilitate communications in the event of an emergency, it critical that complete and accurate contact information be replicated to hundreds or perhaps thousands of mobile devices throughout the organization.