

A man in a dark suit, white shirt, and patterned tie is looking down at a mobile phone held in his hands. He is in a meeting, with the back of another person's head and shoulder visible in the foreground, slightly out of focus. The background is a bright, possibly windowed area.

harness the  
**power**

Anywhere, Anytime Business  
with Nokia's Comprehensive  
Mail for Exchange Solution

White Paper

**NOKIA**

Nokia for Business

Business is on the move and the workforce needs to keep pace. Companies of every size and type are under increasing pressure to improve productivity and efficiency, respond to customers more quickly and foster greater collaboration among employees and partners, all while closely managing costs. Lose momentum and risk losing opportunities—it is as simple and as brutal as that.

Statistics show that 55 percent of all business decisions are still made by just one individual and that 17 percent of all business decisions are delayed because someone was 'out of the office' or "offline."<sup>1</sup> Should your customers tolerate that kind of service, and how much longer will they? Can your business achieve its true potential with such decision-making and productivity lags?

Mobile business solutions can help provide a competitive advantage by increasing workforce agility. These solutions help to enable a secure means for companies to improve flexibility and adaptability, better positioning them to take advantage of business opportunities.

## The expanding mobile workforce

More and more people now spend more and more of their time at work away from their desks—at the point of sale, on their way to and from a client site, working from a hotel room or home, or simply on the go. In a recent study by market research firm Economist Intelligence Unit, conducted in cooperation with Nokia, nearly 40 percent of the more than 500 global executives surveyed reported that at least 20 percent of their employees spend one day a week or more away from the office.<sup>2</sup>

The new office can be anywhere, anytime, and agile businesses make sure their employees are in right place at the right time with all of the communications tools they need to fully capitalize on business opportunities. In the age of mobile voice, email, SMS, instant messaging and Internet, instant access to information and people, anytime, anywhere, is a necessity. Employees expect it all, and they want it on one easy-to-carry device.

Nokia mobile business solutions are about information, ideas and people moving freely, because Nokia understands that most companies now need to do business on the move to win. The world leader in mobile devices, Nokia has the expertise to help seamlessly, securely and cost-effectively unify a business' communication channels on a single mobile device. And Nokia has a long history of cultivating successful partnerships with industry leaders to develop mobile business solutions that make secure unified communications a reality.

## Accomplish more through mobile email

The most common type of mobile business solution implemented by companies today is mobile email. However, many companies have been slow to embrace the competitive advantages—like flexibility and adaptability—that mobile email and other mobile business solutions can deliver to their broader workforces. According to International Data Corporation (IDC), a market research firm, only 25.3 million of the 400 million corporate email inboxes in existence worldwide today—six percent—have mobile access. But IDC predicts that corporate mobile email access will grow rapidly during the next few years as businesses recognize the strategic value of mobility solutions.<sup>3</sup>

Nokia is changing the economies of mobile email to enable businesses to truly transform their ways of working and get ahead of the competition. Powered by Microsoft ActiveSync, Nokia Mail for Exchange can provide a cost-effective solution for extending mobile email to the entire workforce—keeping your employees connected and on the move, without significantly increasing IT costs and burden. With Mail for Exchange, Nokia devices deliver always-on "push" email functionality and provide instant access to calendars, contacts and tasks lists. The easy-to-use and familiar Nokia user interface and broad range of devices, along with optional Device Management support for additional security and control, makes implementing Nokia Mail for Exchange the superior choice for any business, no matter the size (see Figure 1).

### Figure 1: Nokia Mail for Exchange on Nokia Devices with Optional Device Management

- Does not require third party middleware or complicated configurations
- Works with existing Microsoft Exchange Servers – 2007, 2003 and Small Business Server
- Easy over-the-air download and installation of Mail for Exchange client
- Delivers full mobile office experience with email, calendar, contacts and tasks
- Optional Device Management provides unmatched control and scales roll out
- Choose from a broad range of devices suitable for mobile professionals, all based on open standards and with integrated security

## Mobile email made simple

Market analysts at Forrester report that in 2007 small-to-medium businesses were planning to spend the largest portion of their telecom budgets (29 percent) on mobility.<sup>4</sup> Separately, Forrester reports that 56 percent of North American and European enterprises increased their mobile voice spending and 64 percent increased their mobile data spending in 2007, and predicts that in 2008, enterprises will push mobility to "unprecedented numbers of employees."<sup>5</sup>

Nokia can help to provide a cost-effective way for businesses to implement mobile email through Mail for Exchange, Nokia's implementation of the Microsoft ActiveSync protocol. Nokia Mail for Exchange lets workers access Microsoft Exchange data from their Nokia Eseries, Nokia Nseries and other Nokia S60 mobile devices. Nokia Mail for Exchange puts desktop functionality at employees' fingertips, providing many of the familiar functions offered through their Microsoft Office Outlook desktop software, which will allow them to achieve more in less time, make fast decisions, respond to customers in a timely manner and collaborate with colleagues and partners.

1. Alcatel Enterprise Survey and Gartner  
2. Economist Intelligence Unit, **Business mobility and the agile organization: The quest for competitiveness**, 2007

3. IDC, **Worldwide Corporate Mobile Email 2008–2012**, 2008

4. Forrester, **Mobility Buying Behavior: SMB Spending Looks Strong**, 2007

5. Forrester, **Key Device Trends That Will Shape Enterprise Mobility in 2008**, 2008

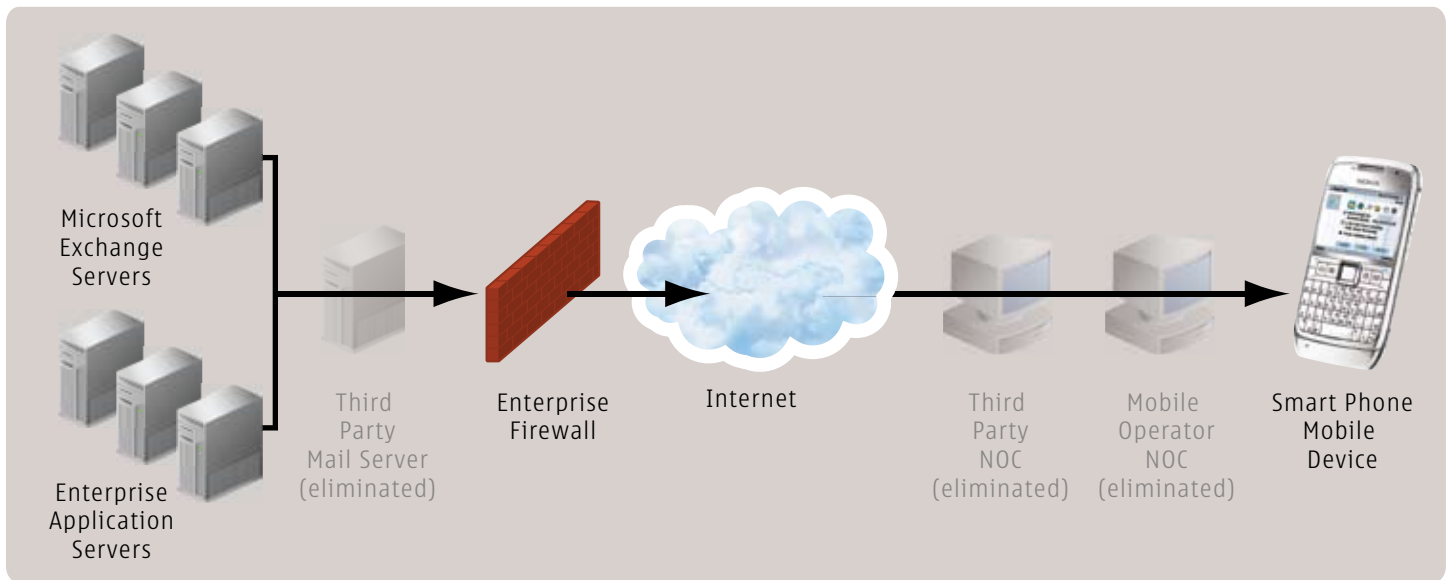


Figure 2: Nokia Mail for Exchange leverages a company’s existing Microsoft infrastructure and does not require third-party middleware, gateways, a network operations center or complicated configurations.

### A hassle-free connection

Leveraging a company’s existing Microsoft infrastructure, Nokia Mail for Exchange uses the Microsoft ActiveSync protocol to directly connect to the Microsoft Exchange Server and wirelessly synchronize email, calendar, contacts and tasks between Microsoft Exchange accounts and Nokia devices. No third-party middleware, gateways, network operations center or complicated configurations are required (see Figure 2.) Since the solution is standards-based, integration is simple. And Nokia Mail for Exchange supports remote over-the-air download and installation, making it easy for IT managers to roll out the solution.

Additionally, Nokia Mail for Exchange uses Direct Push technology, which creates a constant connection to the server for a specified period of time, and an encrypted HTTPS connection to help enable a seamless and secure email experience that companies can tailor by choosing automatic, timed or manual synchronization. IT managers also can customize the profile of workers’ mobile devices to schedule when and what gets synchronized, extending battery life, and specify how conflicts between the mobile device and Microsoft Exchange Server will be handled during synchronization.

### A desktop experience on the go

Nokia Mail for Exchange 2.7, the latest version of the client software, lets employees perform many of the same functions they rely on when using their Microsoft Office desktop software, empowering them to quickly find and act on the information they need wherever they are\*. They have access to email and attachments, along with calendars to manage their schedules. They also have access to critical business contact information, as well as access to their task lists to stay organized and productive while on the move (see Figure 3 for additional features).

Nokia Mail for Exchange 2.7 also incorporates IT Administrator features to help IT managers ensure the sensitive corporate data being stored on their Nokia devices is protected in case a device is misplaced or stolen. For example, devices can be wiped remotely, password complexity requirements can be defined and password expiration dates can be set. Additionally, IT managers can enforce mobility policies in an effort to manage mobile data costs by taking advantage of options like defining a maximum attachment size and setting controls for synchronization when employees are roaming (see Figure 3 for additional features).

Figure 3: Select Nokia Mail for Exchange Features

#### End users

- Create, reply to, reply to all, forward and delete emails
- Create email signatures
- Set out-of-office notifications
- Use follow-up flags
- Download, view, edit and send attachments
- Accept or reject meeting requests
- Receive meeting conflict notifications
- Access to company directory with global address list look up (GAL)

#### IT administrators

- Remote wipe
- Track password history
- Set password expiration dates
- Define password complexity requirements such as length and alphanumeric characters
- Define maximum inactivity time out
- Set a maximum number of password attempts before device is erased
- Define maximum attachment size
- Allow attachment downloads
- Set controls for synchronization when roaming
- Set duration for displaying past calendar and email items
- Set email body truncation size
- Set-up client using MSFT Exchange Autodiscover feature

\* Specific features vary by Microsoft Exchange Server and feature/service pack in use.

## Nokia mobile devices: designed for a wide range of needs

When it comes to mobile devices, one size does not fit all employees. Today, workers across a broad range of business responsibilities—executives, managers, field sales representatives, knowledge workers and IT personnel—are increasingly on the move, and the varied communications needs of this divergent workforce require different types of mobile devices. Forrester predicts, in the near term, employees will continue to demand increased flexibility from IT regarding mobile device choice<sup>6</sup>, and says the IT organization must develop a mobile device strategy that considers the needs of this diverse end user community without compromising cost, security and management control requirements.<sup>7</sup> Nokia Eseries, Nokia Nseries and other Nokia S60 mobile devices are designed to balance the business and personal needs of mobile professionals with the business and technical requirements of IT departments (see Figure 4).

### Devices loaded with business tools

Nokia Eseries is a portfolio of easy-to-use business-optimized devices tailored to address various ways of working, such as sales and marketing teams that rely primarily on voice or email communications, or field support and service workers who need remote access to specialized line-of-business applications. Nokia Eseries options include devices with full QWERTY keyboards, like Nokia E61i, Nokia E71 and Nokia E90 Communicator, for heavy email users, or devices with numeric keypads, like Nokia E51, Nokia E65 and Nokia E66, for employees who need to view email and calendar data on the go but not write elaborate responses. Some devices have cameras, others do not. Some devices support full Microsoft Office and PDF document editing, while others only support document viewing.

Sleek and sophisticated but easy-to-use, Nokia Eseries devices also feature key business communications capabilities like VPN connectivity for securely accessing the corporate intranet, Wi-Fi and HSDPA for high speed data connectivity, A-GPS for navigation services like directions to dinner and conferencing calling. Additionally, some devices include screens that can be rotated between portrait and landscape modes for easiest viewing, and the latest Nokia Eseries



Figure 4: Using the Microsoft Exchange ActiveSync Protocol, Nokia Mail for Exchange enables Nokia Eseries, Nokia Nseries and other Nokia S60 devices to access email, calendars, contacts and tasks lists.

devices—Nokia E66 and Nokia E71—feature two home screens, allowing employees to switch between work and personal modes so they can maintain separate settings for business functions.

Web-based features of Nokia Eseries devices include robust Internet browsing, VoIP calling, video conferencing, instant messaging, presence, RSS feeds, and other Web 2.0 tools for following corporate blogs and wikis and staying connected to business networks. Multimedia features include FM radio, MP3 players and video streaming.

### Devices with enhanced multimedia functions

Nokia Nseries and other Nokia S60 devices provide additional options for mobile workers who want stylish, high performance devices that offer enhanced multimedia capabilities. Nokia Nseries devices, like Nokia N78, Nokia N95 8GB and Nokia N96, and other Nokia S60 devices, like Nokia 6220 classic, are designed with high resolution cameras for image and video capture, geotagging capabilities, DVB-H for mobile TV, video streaming, MP3 players and FM radio. Other features include A-GPS, VoIP and video calling, high capacity built-in memory, a robust Web browser and RSS feeds. These intuitive devices provide robust

entertainment features without compromising the information access and voice functionality employees need when away from their desks.

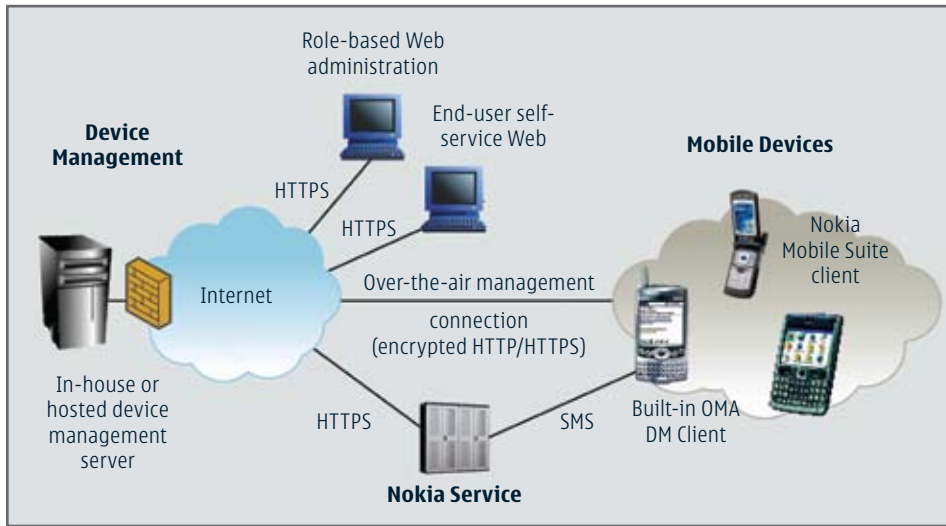
### The common denominator

While device choice is important, ease of support by IT managers is critical. The Symbian S60 operating system, which powers Nokia Eseries, Nokia Nseries and other Nokia S60 devices, is the most widely used smartphone operating system in the world, with thousands of compatible applications that can further enhance the capabilities of Nokia S60 devices. Symbian S60 is based on open standards, making it easier for companies to support business applications that must securely interface with back-end systems.

Symbian S60 also has multiple layers of security to help enhance the protection of sensitive business data, including core security, connection security and content security. These layers encompass features like lock codes, remote locking, memory card password protection and VPN connectivity, along with support for third-party encryption, anti-virus and anti-spam applications from companies like Trend Micro, Symantec, Check Point and F-Secure.

6. Forrester, *Key Device Trends That Will Shape Enterprise Mobility In 2008*, 2008

7. Forrester, *Redefining Enterprise Mobile Devices*, 2007



## Managing a mobile deployment

A critical component to deploying strategic and holistic mobile business solutions is mobile device management. However, many companies have failed to recognize this. In a Nokia-sponsored study conducted by the Business Performance Management Forum, 40 percent of respondents indicated their firms had failed to regulate the use of mobile devices—despite the fact that they estimated that 25 percent or more of their company's mobile devices carry confidential information.<sup>8</sup>

According to IDC, the increasing number and types of mobile devices being deployed at an enterprise level makes the need to support, maintain, control, and update these devices that much more imperative. And deploying a mobile device management solution at the point of rolling out mobile devices and enterprise applications decreases future complexities and enhances cost benefits.<sup>9</sup> Forrester agrees, noting that mobile device adoption is yielding positive results across organizations, but companies can achieve even greater benefits as they streamline service provisioning, device procurement, help desk and support, security, and management.<sup>10</sup>

Device Management can provide a flexible, comprehensive, cost-effective over-the-air mobile device management solution that serves as the connective tissue for any mobile business solution roll out. Device Management helps to facilitate easy deployments and software updates, increases security and

control, backs up and restores data and tracks mobile assets. Without these functions, the burden of mobilizing a company's workforce on IT managers and resources almost outweighs the benefits.

## Security and control

Device Management enables remote device provisioning, configuration and updates. This allows IT managers to confirm their Nokia devices are properly set up, adhere to corporate policies and have the latest software applications and updates. Device Management also equips help desk administrators with remote control functionalities, allowing them to remotely take over operation of a mobile device to better troubleshoot employee problems. This not only creates efficiencies for IT departments, but improves mobile employees' experiences by quickly resolving their situations, easing frustrations and allowing them to get back to work.

In the same Business Performance Management Forum study, 27 percent of respondents said that most of the mobile devices in their companies currently transmit and store proprietary data. Device Management helps IT managers ensure that sensitive corporate data is secure and does not fall into the wrong hands. The powerful administration toolset enables user authentication, power-on password controls, password policy enforcement and automatic information back-up, protecting data on multiple levels. Asset management and reporting facilitates the tracking of device inventory. If a device is lost or stolen, IT managers can remotely lock the device, disable applications, selectively delete email and PIM data, including removable storage media, and even erase the device completely. Using the back up and restore features, data and configurations can then be quickly restored onto a new device to prevent any down time.

## Open platform

Forrester recommends that IT organizations adopt mobile device management tools that support multiple platforms to provide employees with the flexibility to choose from a broad range of devices.<sup>11</sup> Device Management is available and compatible with all Nokia devices and the Symbian operating system. Additionally, Device Management can easily integrate with other mobile deployments and back-end technologies, providing a single, comprehensive platform for managing and securing all mobile assets and investments.

## A comprehensive approach to mobilizing your workforce

11. Forrester, *Key Device Trends That Will Shape Enterprise Mobility In 2008*, 2008

8. Business Performance Management Forum, *Comply on the Fly: Keeping Pace with the Challenges of Mobile Data Management*, 2006

9. IDC, *Demonstrating the Business Value of Mobile Device Management in the Enterprise*, 2006 (Nokia sponsored)

10. Forrester, *The Business Mobility Imperative*, 2008



As evidenced by the spending trends discussed earlier, the mindset towards mobile business solutions and their impact on multiple segments of a company's workforce is quickly shifting from nice-to-have to necessity and from vague ROI to clearly defined cost benefits. In a survey conducted by Stanford University and Hong Kong University of Science and Technology, many high-level executives at 31 Fortune 1000 companies from across a variety of industries stated that mobility has the potential to increase employee productivity by 10 to 15 percent annually.<sup>12</sup>

Nokia is helping you strategically and holistically approach mobilizing your business with its Mail for Exchange solution on Nokia Eseries, Nokia Nseries and other Nokia S60 devices, supported by optional Device Management. This end-to-end business solution balances freedom and control by giving you an unparalleled means for providing employees with a robust mobile email experience on mobile devices that meet their workstyle needs, while ensuring that corporate data is secure.

With Mail for Exchange, Nokia has created an offering that directly connects a broad range of Nokia mobile devices to the most widely

<sup>12</sup>Stanford University and Hong Kong University of Science and Technology, **The Mobility Manifesto: What enterprise mobility means and how to make the most of it**, 2007

used corporate email platform, delivering a cost-effective, easy-to-deploy solution for extending mobile email to your entire workforce. Through access to Microsoft Exchange account features like email, calendar, contacts and tasks on their Nokia devices, your mobile workers can more effectively manage their time, as well as turn downtime into productive time. This level of connectivity also enables faster response times and greater customer satisfaction.

Combining Device Management with Nokia Eseries, Nokia Nseries and other Nokia S60 mobile devices using Mail for Exchange, allows you to simplify and scale your roll out through remote device provisioning, configuration and updates. This also saves you time and lowers the solution's total cost of ownership by enabling you to deploy hundreds of Nokia devices with Mail for Exchange at one time.

### A mobile business solution in action

When Nottinghamshire Fire & Rescue Service, which serves Nottinghamshire County, United Kingdom, needed a reliable and secure mobile business solution to keep its firefighters and other field staff connected to each other and headquarters with voice, email, calendars and contacts, the department implemented Mail for Exchange on Nokia Eseries devices, supported by Device Management.

The solution easily synchronized with the department's existing Microsoft Exchange infrastructure and provided the administration features and control IT administrators required.

"Our operational staff can't be without a phone, so it was very important for us to get the Nokia mobile devices out the door quickly, yet still have the ability to configure them later," explained Tony Monaghan, IT manager, Nottinghamshire Fire & Rescue Service. "With Device Management, we can quickly deploy devices with the peace-of-mind that we can later secure and update them remotely. Being able to manage devices over-the-air, 24 hours a day is a tremendous advantage for us because it helps to eliminate the need to send IT staff out into the field for repairs and troubleshooting."

Since implementing the mobile business solution, Monaghan says that all mobile employees equipped with Nokia Eseries devices have found calendaring and email extremely useful. "Staff members no longer have to come into the office to find out where they are going and they can respond to inquiries faster," stated Monaghan. "This has definitely improved efficiency."

### Get ahead of your competition

Mobile business solutions can provide the edge companies need by quickening



employees' response time to customers, facilitating faster decision making, fostering innovation through enhanced collaboration and making sure employees can be where they need to be to capitalize on new business opportunities. Nokia Mail for Exchange on Nokia Eseries, Nokia Nseries and other Nokia S60 devices with optional Device Management is a fully integrated mobile business solution that delivers the agility required for companies to lead and win in today's marketplace.

To learn more about how mobile solutions like Nokia Mail for Exchange can transform your business, please visit [www.nokiaforbusiness.com/mfe](http://www.nokiaforbusiness.com/mfe).



## Supported Nokia Certified Devices

### Nokia Eseries

- Nokia E90 Communicator
- Nokia E71
- Nokia E70
- Nokia E66
- Nokia E65
- Nokia E63
- Nokia E62
- Nokia E61i
- Nokia E61
- Nokia E60
- Nokia E51
- Nokia E50

### Nokia Nseries

- Nokia N96
- Nokia N95 (8 GB)
- Nokia N95
- Nokia N93
- Nokia N93i
- Nokia N92
- Nokia N91
- Nokia N85
- Nokia N82
- Nokia N81 (8 GB)
- Nokia N81
- Nokia N80
- Nokia N79
- Nokia N78
- Nokia N77
- Nokia N76
- Nokia N75
- Nokia N73
- Nokia N71

### Other S60 3rd Edition devices

- Nokia 6124
- Nokia 6220 Classic
- Nokia 5800 XpressMusic
- Nokia 5320 Xpress Music

## Supported Nokia Enabled Devices

### Other Nokia S60 3rd Edition devices

- Nokia 3250
- Nokia 5500
- Nokia 6290
- Nokia 6110 Navigator
- Nokia 6120 Classic
- Nokia 6121 Classic
- Nokia 6122 Classic
- Nokia 6650 Fold
- Nokia 5700
- Nokia 6210 Navigator

The latest information on supported devices can be found at:  
[http://www.businesssoftware.nokia.com/mail\\_for\\_exchange.php](http://www.businesssoftware.nokia.com/mail_for_exchange.php)

Certified Devices are certain S60 devices offered by Nokia on which the functionality of the Mail for Exchange software client has been validated. If there is a critical product issue with the Certified Device, Nokia will work to escalate the issue for resolution.

Enabled Devices are certain S60 devices (including but not limited to S60 3.0 or S60 3.1 devices) on which the functionality of the Mail for Exchange software client has not been validated individually, but where the functionality of the Mail for Exchange software client on a Certified Device has been validated in the same branch as S60 devices offered by Nokia.

Generally, we expect similar behavior on Enabled Devices since they have similar operating systems as the devices we certify. If there is a critical product issue with an Enabled Device that is unique to that device (that is, the same issue does not take place on Certified Devices from the same branch), Nokia shall attempt to resolve the matter to its best ability. However, despite the above measures, in some rare cases the issues may be extremely difficult or even impossible to resolve.

**Work together. Smarter.**

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