



MobilSense News  
For Immediate Release

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## MobilSense Again Teams Up with Aberdeen on Wireless Expense Management Study

**Agoura Hills, October 12, 2011** – MobilSense Technologies underwrites a comprehensive benchmark report just released by Aberdeen Group, a Harte-Hanks Company (NYSE:HHS), titled *“Wireless Expense Management: Control International Roaming and the BYOD Revolution.”* This report provides insight on how enterprises can gain visibility to their mobile device deployments, control wireless costs, and deploy mobile applications and services.

“In the rapidly evolving wireless world it is critical to understand the latest trends for both consumers and vendors alike,” said Dave Stevens, CEO of MobilSense Technologies. “We like the objective and thorough approach used by Aberdeen in their research and analysis and that is why we have chosen to again sponsor their efforts this year.”

“A distinguishing characteristic of Best-in-Class companies is their use of technology. MobilSense has demonstrated clear leadership over the years in advancing the level of automation aimed at bringing control and savings to the volatile and increasingly costly environment of corporate mobility,” said Hyoun Park, Research Editor at Aberdeen Group. “Quote2.”

Through this research, Aberdeen learned that Best-in-Class companies are able to decrease wireless voice and data costs at a much greater rate by implementing a WEM solution, like MobilSentry™ by MobilSense Technologies. Best-in-Class wireless expense management approaches reduced these costs by over 25% by realizing that this cost is highly controllable through a centralized and rationalized approach. To obtain a complimentary copy of the report, visit:



<http://www.mobilsense.com/papers.php>

Today's business are faced with escalating and difficult to control wireless costs and are struggling with the methods to effectively control wireless devices. The report addresses two trends that are manifest across a broad section of companies. These trends are the explosion of new device types, such as iPhones, new Android Smart Phones, tablet computers such as iPads, and an increase in international travel resulting in higher wireless bills. These two trends are discussed in the report as well as powerful indicators of the importance of using a WEM solution like MobilSentry™.

This report also finds that Best-in-Class companies are: paying up to 28% less for their wireless services, managing these devices with less personnel, finding more errors and staying under budget at a much higher rate than Average or Laggard companies. The report also provides quantitative evidence of the true impact of carrier billing errors, international roaming and Bring Your Own Device (BYOD) on wireless expenses in small, mid-market, and large enterprises. For additional access to complimentary Information Technology Research, please visit:

<http://research.aberdeen.com/index.php/informationtechnology>.

### **About Aberdeen Group, a Harte-Hanks Company**

Aberdeen is a leading provider of fact-based research and market intelligence that delivers demonstrable results. Having benchmarked more than 30,000 companies in the past two years, Aberdeen is uniquely positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen TM for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the "customer optimization" process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends



the client value and accentuates the strategic role Harte-Hanks bring to the market.

### **About MobilSense Technologies, Inc.**

MobilSense Technologies Inc, based in Agoura Hills, CA was founded in 2001 to deliver a premier wireless management solution. Focused on serving the enterprise wireless management needs, MobilSense combines vision, technology and experience to deliver a fully automated solution. MobilSense believes in empowering the enterprise with technology based automation for repeatable business processes and bringing the best mix of automation and business processes to manage and control wireless assets. The MobilSense solution provides a powerful roadmap from wireless disarray to wireless savings, control and order. For additional information visit MobilSense [www.mobilsense.com](http://www.mobilsense.com) or call 888.870.4250.

