



MobilSense News
For Immediate Release

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MobilSense Teams Up with Aberdeen on Wireless Expense Management Study

Agoura Hills, February 2, 2009 – MobilSense Technologies underwrites a comprehensive benchmark report just released by Aberdeen Group, a Harte-Hanks Company (NYSE:HHS), titled “Reducing the Cost of Freedom: The 2009 Wireless Expense Report.” This report on enterprise use of wireless expense management (WEM) software outlines how businesses can use technology solutions to control cost, manage inventory and supervise usage of their wireless programs.

“MobilSense was pleased to participate in the development of the survey and in providing input to the research. We believe the results will add strength to our position that enterprises cannot successfully manage wireless environments without significant technology assistance,” said Dave Stevens, CEO of MobilSense Technologies.

“In today’s environment, companies are asked to reduce operational costs while maintaining the remote and mobile communications capabilities that smart-phones and other mobile devices provide,” said Hyoun Park, Research Editor at Aberdeen Group. “By underwriting this research, MobilSense has positioned itself as a source of best practices for companies seeking guidance on controlling their wireless expenses.”

Through this research, Aberdeen demonstrates how Best-in-Class companies are currently able to decrease wireless voice and data costs at a much greater rate by implementing a WEM solution. Best-in-Class companies saw data costs drop by 32%, while Laggard companies actually saw a 16% increase in data charges.

To obtain a complimentary copy of the report, visit:
<http://www.aberdeen.com/link/sponsor.asp?cid=5542>.



Wireless technology is not new to the enterprise, but its increasing complexity and pervasiveness has made the management and control of wireless services much more difficult. Mobile Services are being transformed by 3G enabled smart-phone devices to include mobility applications, mobile data access, multi-media, web and text, along with location based services (LBS). The cost of these new capabilities have joined the already numerous itemized charges for domestic voice, long distance, international roaming, text messaging and other related phone features. The wireless management challenge has steadily grown in size and scope. “With a well-tuned wireless expense management solution, Best-in-Class companies can reduce their total wireless expenses by over 30% while improving compliance and maintaining robust mobility deployments,” Park said.

This report demonstrates the organizational capabilities and technological enablers that Best-in-Class companies are currently using to drive business value from wireless expense management solutions. By studying the current usage patterns and implementation strategies of current WEM users, this report provides actionable recommendations for Laggard, Industry Average, and Best-in-Class companies to improve their current WEM deployments. In addition, this research shows potential consumers how to obtain technologies and develop cultures that will best support a WEM solution that is aligned to macro business pressures.

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 human processes to manage and control wireless assets. The MobilSense solution delivers substantial company savings by managing four key wireless areas: Cost Management, Inventory Control, Policy Administration and Subscriber Support. For additional information visit MobilSense www.mobilsense.com or call 888.870.4250.

