



MobilSense News
For Immediate Release

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**MobilSense Introduces Comprehensive Decision Support System for
Rate Plan Optimization**

**MobilSentry 4.0 Provides Single Pane View for Rapid Rate Change Analysis and
Confirmation, Confidence Scoring Streamlines Change Processing in Large
Enterprises.**

Westlake Village, June 30, 2004 – MobilSense Technologies of Westlake Village today announced the immediate availability of MobilSentry 4.0. This new release features a single screen view with confidence scoring to support rate plan decision making, workflow approval and automated notification of rate plan changes. In addition, MobilSentry 4.0 supports rate plan optimization for wireless data services.

“I think we have a soup to nuts approach that accommodates small and large client needs” said Dave Stevens, MobilSense CEO. “Large clients don't have the time to analyze each recommendation- that's where confidence scoring comes in. Small clients and consultants want to try different scenarios and reassure themselves of the implications of new recommendations- that's where the single screen view comes in.”

From a single screen managers see side-by-side comparisons of current and proposed plans. They instantly see which costs are affected by moving to a new plan. In addition, the single screen view shows historical trends and spikes to help in rate change decision making.

MobilSentry's new *Rate Plan Confidence Indicator* provides scoring to assess the effectiveness of available rate plan changes. A confidence indicator is essential in order to process a large number of changes each month- which MobilSentry clients can now do in bulk rather than item by item reviews of large sets of rate recommendations. MobilSentry's scoring algorithm includes factors such as range of variance, trends, and best fit. It is also configurable. Each client can specify their own weighting criteria for their organization to achieve the highest possible confidence in the scores.

Once rate plan changes are ready for approval, administrators generate automatic notification for management communicating directly within the application rather than using off-cycle email trails for status and approval.

Release 4.0 of MobilSentry now supports comprehensive rate plan optimization for data services. No end-to-end wireless management tool is complete today unless it optimizes both voice and data rate plans. With carriers increasingly looking to data charges for revenue growth there is an expanding set of options that can impact monthly costs as significantly as voice charges.

“The proliferation of wireless devices in the enterprise is continuing,” said Mr. Stevens. “The expense associated with those devices is growing rapidly and companies can no longer ignore the cost of wireless connectivity whether for voice or data services. Transferring data in kilobytes is just like voice minutes - you have multiple tiers at different price points and you can pay as much as 15 cents per KB. I've seen users rack up \$2,000 in data charges alone in one month when for just \$20 or \$30 more per month they could be on an unlimited data plan.”

The new rate plan optimization features are part of the MobilSentry Management Suite, a powerful enterprise cost management tool from MobilSense. The MobilSentry Management Suite delivers substantial savings by enforcing corporate policy, managing cell phone usage and optimizing rate plans. This helps companies perform better and be more competitive. MobilSentry is an end-to-end wireless management system safeguarding companies from abuse and uncontrolled use of wireless assets. It provides continuous control over the entire wireless environment.

About MobilSense

MobilSense Technologies, Inc. is an innovator in bringing powerful cost savings tools to enterprises looking for management support for the growing wireless device marketplace. The company sells solutions directly to enterprises and through select partners as part of their Total Telecom Expense and Finance Management offerings. The company is headquartered in Westlake Village, California. For more information, please visit www.mobilsense.com or call 888.870.4250

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