



MobilSense News
For Immediate Release

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MobilSense Releases Version 3.0 of Wireless Management Suite

MobilSentry 3.0 provides first automated cell phone policy management capability

Westlake Village, August 15, 2003 – MobilSense Technologies of Westlake Village today announced the availability of MobilSentry 3.0. This latest release increases policy management flexibility and extends the MobilSentry workflow approval process to rate optimization.

With this release MobilSense takes cell phone management beyond rate plan optimization. Now managers can institute and enforce cell phone use policies – something that until now was beyond the reach of most companies.

“Rate Plan Optimization tools in the market today face the prospect of diminishing returns once the major savings opportunities are identified. Our solution”, said Dave Stevens, CEO of MobilSense, “continues to bring value month by month as we enable corporations to define and enforce use policy electronically”. “We give companies full control. We give them an enterprise-strength solution that incorporates best-of-class rate optimization plus a complete set of use management tools and reports.”

With the MobilSentry Policy Supervisor managers can easily establish cell phone policies and automatically monitor use against those policies. The Policy Supervisor is an automated rules engine that enables administrators to define and enforce usage rules for each corporate wireless user. Based on a flexible set of parameters, corporate administrators and managers can define specific business limits around an employee’s use pattern. These include the ability to set dollar or minute business limits by month or day as well as restrictions on long distance or international dialing. Policies can be set at the company level, for classes of employees or at an individual user level.

MobilSentry also compiles and maintains phone directories categorizing calls as business or personal. Users and managers can then review these directories for accuracy and make



changes as necessary. As cell phone bills are received they automatically reference these directories, segment bills by use, then calculate and display the employee personal usage charge for reimbursement.

Automated policy management provides a platform for tremendous savings. Today companies are moving toward policies to recapture personal use costs with increasing frequency. This expense can be as much as 15% of the total cell phone charge. With MobilSentry 3.0 the process is now fully automated. Personal use expenses can be electronically monitored and recaptured from company employees.

While most rate optimizers rely on offline email communication when approvals are required, MobilSense has applied its embedded workflow technology to streamline this process. Telecom administrators and local department managers have the online ability to approve or deny recommended rate changes. Managers and Telecom managers communicate in real time regarding the recommendation and approval of rate optimization. These approved changes are then logged to the system for comparison with next month's electronic invoice data.

About MobilSentry

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. The MobilSentry Management Suite consolidates electronic carrier data and provides:

- A secure online view of cell charges for central and local management
- Electronic bill delivery to employees
- A powerful set of reports including rate optimization and exception reports to flag usage outside company policy

MobilSentry allows you to categorize personal and business usage charges and electronically reimburse employee cellular business expense or recapture personal charges.

The MobilSentry Management suite consists of three powerful modules that give you complete control over your wireless environment.

- Enterprise Monitor - Rate Plan Optimization and Distributed Reporting
- Policy Supervisor - Automated Policy Management and Administration
- Bill Assistant - Online invoice access for employees

About MobilSense



Cellular phones have quickly become the preferred medium for business communication. For the first time the Telecommunications Industry Association reports that spending on wireless services has surpassed that of landline long-distance.

As the leading provider of Automated Wireless Cost Management Solutions MobilSense was founded in 2001 to help companies cope with this emerging expense. The MobilSentry Management Suite delivers substantial savings by enforcing corporate policy, managing cell phone use and optimizing rate plans helping companies around the world perform better and be more competitive. MobilSense products are sold directly and through a worldwide network of authorized partners and resellers. The company is headquartered in Westlake Village, California. For more information, please visit www.mobilsense.com or call 888.870.4250