MobilSense News
For Immediate Release

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# MobilSense Delivers Full Self-Service Rate Optimization

## MobilSentry 12.0 Enables Telecom Administrators to Modify and Approve Rate Optimization Recommendations Online

**Agoura Hills, March 25, 2011** – For wireless administrators who wish to generate their own optimization recommendations rather than relying on wireless consultants, MobilSense Technologies launches MobilSentry 12.0, the industry's first complete self-service rate optimization application.  MobilSentry 12.0 brings a full suite of sophisticated pool forecasting models and powerful feature optimization capabilities to the desktop of wireless administrators enabling them to automate their current workload.

Since 2001, MobilSense has provided industry leading enterprise class optimization capabilities. This release of MobilSentry packages sophisticated optimization capabilities with user-friendly graphics and workflow processes to deliver significant wireless cost savings. For the first time, wireless administrators are able to navigate this complex task with ease by utilizing MobilSentry's automated, self-service capabilities.

"Building trust in non transparent  'black box' rate optimization processes represents a barrier to quickly realizing full optimization savings" describes Dave Stevens, CEO of MobilSense Technologies. "When administrators can apply their institutional knowledge to easily tweak the parameters that influence pool recommendations, including buffer size, device count and usage expectations, it eliminates mystery while dramatically increasing the velocity with which results are achieved."

With MobilSentry 12.0 administrators can quickly and easily drill into the assumptions and usage patterns that underlie any of the automated recommendations. Manual spreadsheets or hardcopy reports as an approval mechanism either lack visibility to the factors that drove the recommendation including current usage and overage charges or they become cumbersome and overwhelming when all supporting data are included. Current usage trends and feature levels are available by simply clicking on any MobilSentry recommendation. Administrators can opt-out by excluding any recommendation that is not consistent with their unique knowledge of dynamic end user behavior.

With this release, MobilSense also introduces additional tools to monitor out of control end user conduct. Via the Cost Containment Dashboard, wireless administrators can quickly identify trends and users that represent statistically significant variances from the average. This makes it very easy to drill down on users with excessive patterns of usage that might need firmer policy boundaries to curb unneeded costs.

"Our vision is to place sophisticated wireless management capability in the hands of wireless administrators at the right price, removing the need for costly outside consultants to intervene in the process," Stevens added. "While tapping into external wireless expertise can be a valuable component, outsourced-based solutions come at a higher cost and introduce one more third party vendor to manage".

MobilSentry 12.0 represents a significant step forward in our vision to put full service wireless management capabilities in the hands of internal wireless administrators.

**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 wireless management needs, MobilSense combines vision, technology and experience to deliver a fully automated solution. MobilSense believes in empowering clients 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.

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