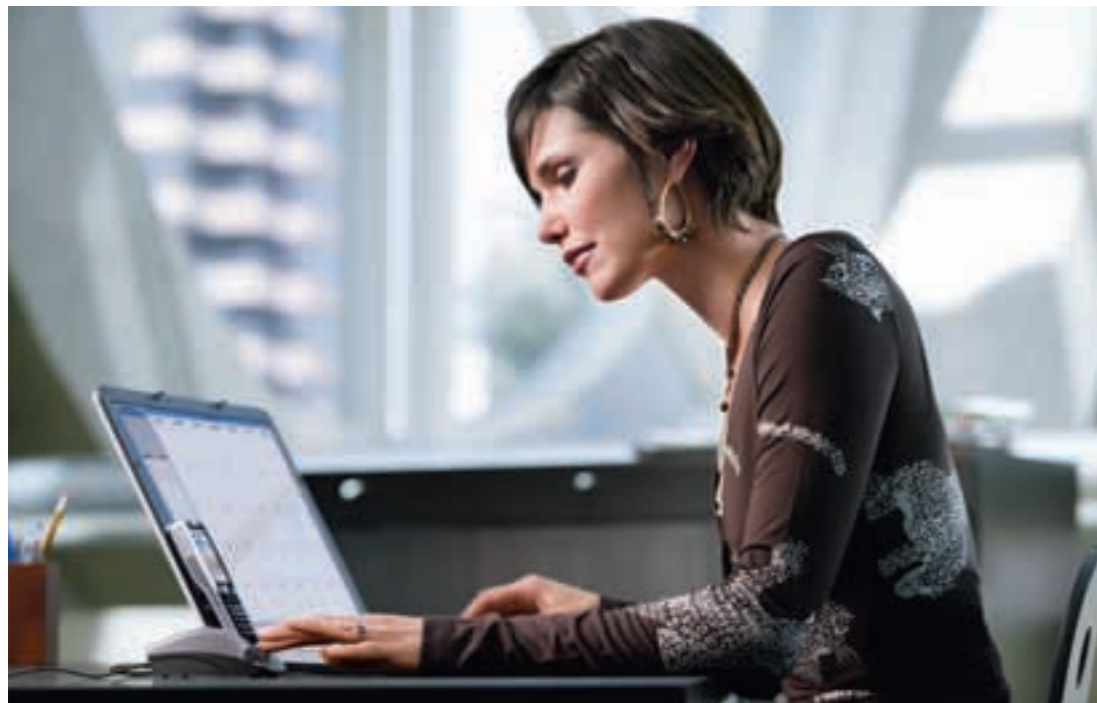


Since the 1990s, Nokia has focused on superior design and innovative technology to become the world's leading mobile communications company. Its clear leadership in the mobile phone arena has allowed Nokia to constantly challenge traditional concepts of the mobile phone – this evolution has led to the manufacture of cutting-edge mobility products which in turn has resulted in many businesses enabling its employees to operate efficiently outside of traditional working hours and office locations.



Market

Traditionally it has been the IT, Utilities and Telecoms sectors that have driven the adoption of enterprise mobility technologies. However, in recent years the benefits of enterprise mobility have been more broadly recognised by a wider business community spanning all sectors. In 2005, 28.5 million smartphones were sold globally. In just one year the demand for these devices has almost doubled with over 90 million units sold in 2006. Nokia remains the industry leader with 44.5 per cent of the global market share (40 million units sold in 2006).

Achievements

Nokia is well positioned to provide mobility solutions for both large and small businesses, delivering significant operational efficiencies, return on investment and enhanced mobility. Some of these companies are below:

For the Honda Racing Formula One team Nokia and Avaya collaborated to provide a cost efficient IP telephony platform connecting 500 staff using Nokia S60 smartphone. The Honda team, located all across the world in the field, trackside or at the 86,000 sq m complex at headquarters, can seamlessly communicate in real time and work together. Honda realised a

30 per cent reduction in its telephony costs using the new solution.

Uniter Group provides its customers with bespoke office equipment (technical) support. With strict service level agreements in place to help ensure service calls occur within a clearly defined period, Uniter Group required a mobile solution for its field service engineers. Uniter Group deployed Nokia Intellisync Mobile suite, including Nokia Intellisync Wireless Email, Nokia Intellisync Data Sync, and Nokia Intellisync Device Management. The solution offers Uniter group a comprehensive synchronisation with service management information, as well as reducing mobile costs and the ability to adapt capabilities as the business evolves.

Like many growing businesses, A.T. Kearney professionals faced a growing volume of communications from current and prospective clients. Due to frequent travel, the firm's executives and consultants had difficulty managing this growing wave of messages, leading to lost business opportunities. As a result, A.T. Kearney's executives and consultants needed wireless access to email and personal information management (PIM) applications. A.T. Kearney deployed more than 575 handset devices that used Nokia Intellisync E-mail Accelerator and Systems Management client



software to provide its mobile professionals with wireless access to emails and PIM information.

As well as providing B2B mobility solutions, Nokia's business specific Nokia Eseries product range has seen significant success within the media. To date the Nokia E61 has been awarded ZDNet's Editor's Choice award, Computer Shopper's Best Handset 2006 award, BusinessWeek's 'worth watching' accolade and both Performance and Hot List awards from PC Plus.

Product

Today's business person doesn't just need a phone; they are often looking for tools which can support all their communication needs. Businesses likewise need to offer mobile tools to employees that fit the needs of the individual in order to

<p>1987 Nokia Mobira Cityman 900 – the first and original hand-held mobile phone – is launched.</p>	<p>1994 The Nokia 2100 series becomes the first digital hand portable phones to support data, fax and SMS.</p>
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boost their productivity, while also supporting integration and security concerns of IT.

Nokia offers a wide range of business devices, which include communicators and messaging products. Each device is optimised for different types of users and all feature Nokia's familiar and easy-to-use interface. Now companies can choose from a variety of devices to meet specific employee needs.

Generally, mobile workers can be broadly grouped as follows:

Knowledge workers – such as consultants, or sales and marketing staff, who are typically equipped with a laptop and a mobile phone.

Skilled and process workers – such as field support and service workers who may be equipped with one or more industrial terminals, tablet PCs, PDAs, laptops or mobile phones.

To address the different needs of these mobile workers, Nokia offers a range of enterprise specific devices in different form factors.

The Nokia Eseries promises to provide a complete mobile work solution, featuring: fast and secure data connectivity for remote access to corporate information; the ability to send and receive email with attachments; access to popular office applications and advanced voice features.

Nokia's enterprise solutions are designed and developed to appeal to both business and IT management and the professional end-user. These solutions are fuelling the next phase of Enterprise Mobility with initiatives to help businesses with more strategic mobility deployments.

Recent Developments

In February 2006, Nokia completed its acquisition of Intellisync, a leader in platform-independent wireless messaging and applications for mobile devices. By combining the existing Nokia offerings with the synchronisation and device management solutions from Intellisync, Nokia is now able to connect nearly any device using any type of software to any application or network.

The Intellisync solution is unique in that it is both software and device agnostic. This has and will continue to enable businesses to deploy creative new mobility solutions while maintaining its investments of its legacy devices. Nokia believes that with these extended capabilities from Intellisync it will help businesses move from opportunistic point solution purchasing to more strategic mobility deployments. These new mobility services provisioned by Nokia include:



<p>2001 The first Nokia camera phone is launched – the Nokia 7650.</p>	<p>2004 Nokia announces the first handset in the Communicator range – the Nokia 9500.</p>	<p>2005 Nokia brings its first 3G device to market – the Nokia 6630.</p> <p>Nokia Eseries family of devices launches to the business community.</p>	<p>2006 Nokia completes its acquisition of Intellisync, a leader in platform-independent wireless messaging and applications for mobile devices.</p>
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Wireless Email and Personal Information Management (PIM) Synchronisation – users can send and receive email, view attachments, respond to meeting requests, create new contacts, and manage subfolders while on the road. This data is being synchronised with the email server and desktop machine in the office at all times.

Comprehensive Security and Device Management – Nokia Intellisync Device Management features drive administrative efficiency (automating over the air upgrades and backup), reducing the strain on the IT department, and security by allowing businesses the control to lock down handsets and manage the flow of information.

Efficient File and Web Content Distribution – Nokia Intellisync File/Data Sync automates the distribution of important documents to a dispersed mobile workforce, ensuring that all employees are armed with the same up-to-date information when in the field.

The acquisition and development of the Intellisync solution has meant Nokia is now able to provide a full range of end-to-end mobility solutions.

Promotion

Since the launch of the first hand-held mobile phone in 1987, Nokia has been a technology trailblazer. Nokia handsets were the first to feature text messaging, to access internet-based information services and to include integrated cameras. Today, Nokia is leading the charge into the business arena with its world-class range of products incorporating new technologies such as UMTS, HSPDPA and WiFi. However, Nokia has applied the same enthusiasm for innovation in its collaborative projects as it does in its product development. To follow are just some of the examples where Nokia has engaged other world-leading providers of mobility solutions:

Oracle and Nokia teamed up to deliver improved customer service through integrated mobility applications. The alliance allowed users of the Nokia 9300, Nokia 9300i and Nokia 9500 communicator devices to use one device to access

all critical business applications as well as voice communications.

Avaya extended Enterprise Mobility to Nokia Series 80 Smart Phones. The flagship IP telephony software, Avaya Communication Manager, now supports the popular Nokia Series 80 smart phones, such as the Nokia 9300 and the Nokia 9300i smart phones and the Nokia 9500 Communicator.

Alcatel and Nokia announced a collaborative effort to mobilise business communications with the inclusion of Nokia Eseries, a range of business class devices and Nokia Intellisync Call Connect into the Alcatel IP Communication server.

Cisco's Unified CallManager and Cisco Unified CallManager Express are comprehensive IP over WLAN business voice communications solutions. With Nokia's software client installed on Nokia Eseries dual mode devices, calls can be routed over the IP network, leveraging investments in Cisco Unified WLAN and Cisco IP Communications solution, and delivering advanced business voice features to end-users.

Brand Values

Nokia is about connecting people – to the people that matter to them and the things they find important. In business this means keeping an open dialogue and exchange of information between the office and employees. Nokia develops mobile devices and solutions that not only support the needs of the business but also the working preferences of each employee. Nokia is dedicated to enhancing people's lives and productivity by providing easy to use, secure products.

www.nokia.co.uk

Things you didn't know about Nokia

Nokia is named after the river Nokia in Finland.

When Nokia was founded in 1865, Nokia initially manufactured paper, then card, then moved on to rubber.

The world's first transportable phone, the Nokia Mobira Talkman, came complete with a 10kg charging box the size of a suitcase.

Nokia is the only Telecommunications provider able to offer businesses with a holistic end-to-end mobility solution.