



NotifyLink On-Demand for

Microsoft Exchange

Today, Exchange organizations need an effective way to provide their increasingly mobile workforce secure wireless access and management of their Email, Calendar, Contacts, and Tasks (PIM). As these organizations source a solution, they are faced with a variety of challenges including differentiating the benefits between wireless carriers, wireless devices, and whether to source an "On-Premise solution" or a "Hosted Solution" to meet their mobility needs.

An On-Premise solution will require IT resources in the form of initial hardware procurement, long-term server management, ongoing time allocated to install, evaluate, place a solution into production, manage the solution, and support internal end-users.

In many cases, organizations are pressed for an immediate mobility solution but do not have the personnel or financial resources to deploy an on premise solution requiring on-going maintenance and management of a server driven solution. The alternative, NotifyLink On-Demand for Exchange.

NotifyLink On-Demand for Exchange provides organizations with a simple, fast, and cost effective solution to their immediate mobility needs. Notify Technology has designed NotifyLink On-Demand as a means to provide wireless access and management of Email and PIM information for any size organization.

NotifyLink On-Demand will seamlessly integrate into an organization's existing network while offering the broadest possible wireless device support and feature functionality of any solution on the market today. NotifyLink On-Demand provides Over-the-Air synchronization of email and PIM thus freeing users from being required to cradle their wireless devices in order to maintain synchronization.

NotifyLink On-Demand is targeted at organizations not wanting to host or manage a NotifyLink server on premise, but would rather outsource the solution due to any number of factors. NotifyLink On-Demand will provide mobile Exchange users with secure real-time, wireless synchronization of their Email and PIM supporting virtually all-wireless **Android, BlackBerry®, iOS iPhone®, iPad and iPod touch, HP/Palm® - webOS, Windows® Mobile, Windows® Phone 7 and select *Symbian devices.

Unlike any other product, NotifyLink On-Demand provides a single solution supporting virtually all wireless **Android, BlackBerry®, iOS iPhone®, iPad and iPod touch, Windows® Mobile, Windows® Phone 7 and select *Symbian devices simultaneously over a variety of wireless networks such as GSM/GPRS/EDGE/3G-HSDPA, CDMA/1XRTT/EVDO and 802.11x.

The NotifyLink On-Demand for Exchange provides "PUSH" notification eliminating the need for users to manually initiate a data session in order to retrieve their personal data.

With NotifyLink On-Demand, all email information will be stored safely behind an organization's firewall while all delivery of information to and from the wireless devices to NotifyLink On-Demand is encrypted utilizing the FIPS 140-2 compliant TDES or AES encryption algorithms.

Product Overview

NotifyLink On-Demand for Exchange is based on a client-server architecture comprised of the NotifyLink Hosted Enterprise server and the NotifyLink platform specific device clients.

NotifyLink On-Demand is ideal for organizations whose employees include mobile professionals who need real-time "automatic" synchronization of their existing email to a variety of supported mobile devices. With NotifyLink On-Demand, mobile users have the ability to read, compose, reply, forward, mark as read, and delete email messages from their mobile device.

Email Reconciliation

Using NotifyLink On-Demand for Exchange, emails will be synchronized to a user's mobile device. Any email forwarded to the mobile device must meet any filter criteria specified by either the individual user or global criteria established by the IT staff. All email originated from the mobile device will be synchronized with the user's desktop "Sent" file. A copy of all items sent from the device will be maintained within Exchange at the server level. If a user deletes an email on the mobile device, NotifyLink can automatically place that email in the "Trash" folder on the users desktop. Users may also specify that upon reading an email on their mobile device, the status of "Read" will be updated back at their desktop.

Message Filtering

NotifyLink On-Demand supports a robust set of filters that are controlled by the mobile end-user. Filters can be set based upon keyword searches in the subject, sender, and body of each email, recipient type, sender, or any combination of the aforementioned.

Attachment Support

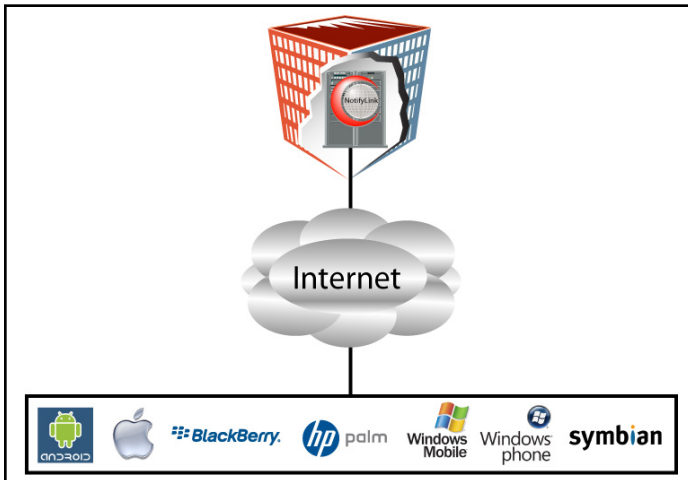
NotifyLink On-Demand supports native attachment download and upload for **Android, BlackBerry®, iOS iPhone®, iPad and iPod touch, Windows® Mobile, Windows® Phone 7 and select *Symbian devices as well as attachment support for a variety of BlackBerry phone devices. In addition, NotifyLink On-Demand provides user configurable attachment support regarding information about the number of attachments, names of the attachments, and sizes of the attachments.

This information is made available as part of the email displayed on the mobile device. NotifyLink On-Demand also gives users the ability to forward an attachment to any other email user.

Mobile Calendar, Contacts, and Tasks

NotifyLink On-Demand For Microsoft Exchange

On Demand Architecture:



NotifyLink On-Demand provides bi-directional mobile synchronization of the user's Calendar, Contacts, and Tasks. Regardless of whether the information was initiated from the mobile device or at the user's desktop, the information will be transmitted wirelessly, keeping personal calendars continually up to date at both the server level and the mobile device level. NotifyLink On-Demand PIM synchronization functionality is activated by the user performing an initial sync on the mobile device from the NotifyLink device client.

Encryption and Key Management

NotifyLink On-Demand supports both Triple DES and the latest Advanced Encryption Standard (AES) encryption algorithms.

For additional information regarding NotifyLink On-Demand For Exchange, please visit www.notifycorp.com.

NotifyLink v4.8 Features For Exchange

- "Direct Push" or "Scheduled Push" capability for any **Android, BlackBerry®, iOS iPhone®, iPad and iPod touch, Windows® Mobile, Windows® Phone 7 and select *Symbian devices
- Mobile Web Client for user configuration changes and account information and statistics
- Two level audible alert notification for email
- Remote wipe of SD card
- Lost device display message
- Default action for messages that do not match any filter criteria
- Administrative Login Levels
- Automatic alerts sent to Admin of new NotifyLink releases for server and clients
- Remote device configuration
- Remote lock out of end user device settings
- Device settings can be "pushed" out to the device based on Support Staff Admin levels
- Define User Class (allows various configuration info to be assigned to a specific group of users)
- Send information OTA (NotifyLink Updates or 3rd Party Apps, or files) to device by user class
- Back up NotifyLink data on device for device restoration purpose

IT Benefits

- Quick & Simple Solution for Mobility
- Hosted Solution
- No Additional Hardware or Server Software
- Guaranteed 99.5% Service Availability
- Uses AES or Triple DES encryption Standards
- Hosted access through specific IP address

* Most Nokia Series 60 3rd Edition devices are supported. The device must be running Symbian OS versions 9.1 or later.

** See the list of Android devices that have been certified using TouchDown at www.notifycorp.com

Sales: 408 777 7930, Fax: 408-996-7405 - www.notifycorp.com.
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User Benefits

- Compose, Reply, Delete, and Forward from Wireless Device
- Robust Filtering
- Attachment Support on **Android, BlackBerry®, iOS iPhone®, iPad and iPod touch, Windows® Mobile, Windows® Phone 7 and select *Symbian devices
- "PUSH" Notification
- Real Time Synchronization of Email, Calendar, Contacts, & Tasks
- Does Not Require an "Always-On" Desktop Computer
- Enable or Disable Email Synchronization from your Wireless Device
- Supports a variety of wireless carriers and networks

Synchronization

- Folder Mirroring
- Automatic Synchronization of Contact Changes from Server
- Email Synchronization of Deletes and Messages Marked as Read
- International Character Set Support via UTF-8 Encoding
- Global Contacts Remote Lookup
- Public Contact Folders

Device Clients

- NotifyLink client for BlackBerry, *Symbian, **Android, Apple iPad, iPhone and iPod touch and Windows Mobile

User Requirements

- Select Wireless PDA
- Load NotifyLink Client for select HP/Palm, select Windows Mobile, Windows Mobile 7 and Blackberry devices
- Obtain NotifyLink Product Key
- Register Wireless PDA Over-The-Air
- Access Notifylink Web Client for Managing Individual Configuration Options