

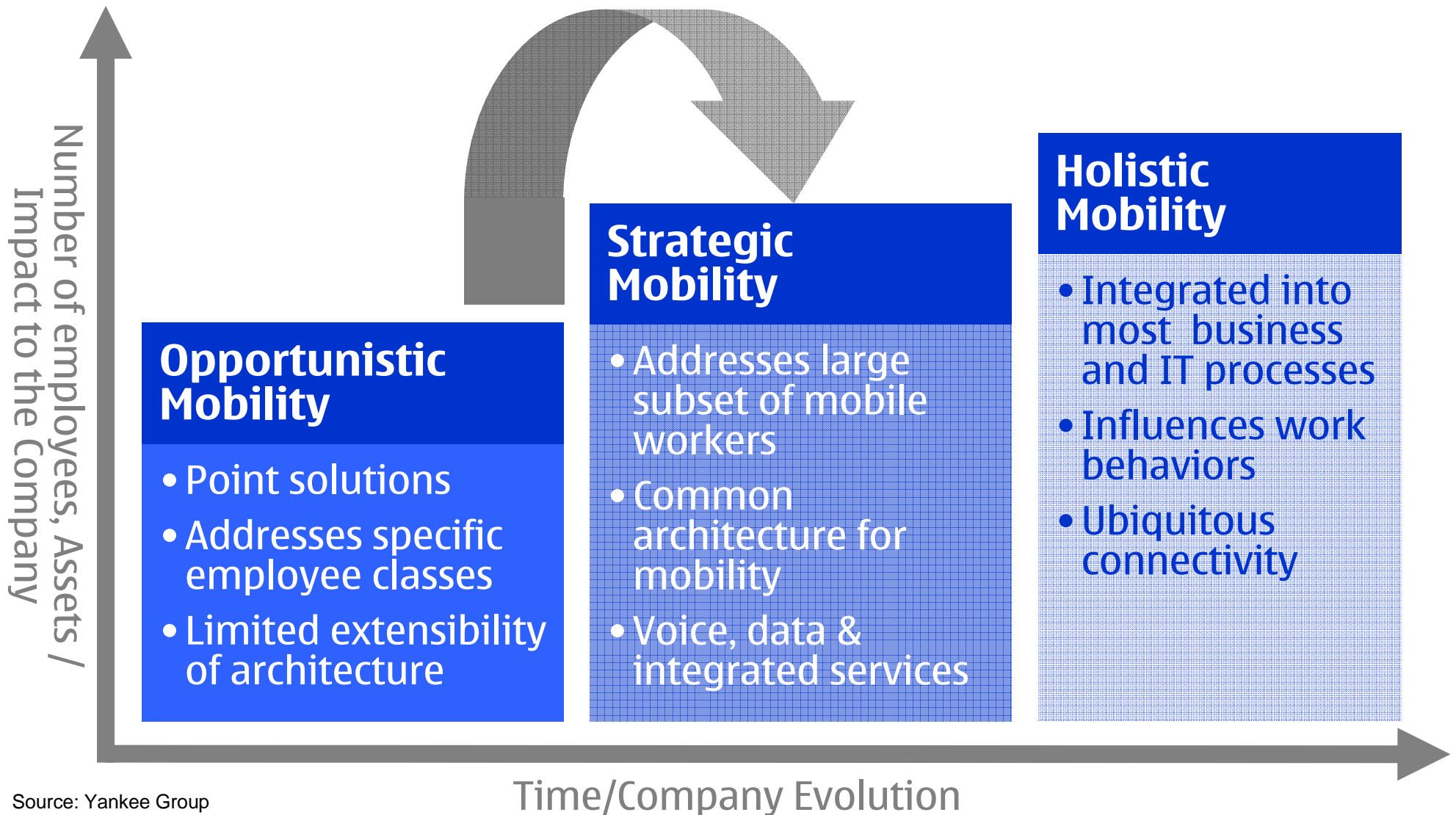
# Igniting Enterprise Mobility

**Mary McDowell**

**Executive Vice President & General Manager  
Enterprise Solutions**

**NOKIA**

# Fueling the next phase of Enterprise Mobility



Source: Yankee Group

# It is all about You

## Office

- Corporate email
- Intranet access
- Voice over Internet calling
- Corporate applications

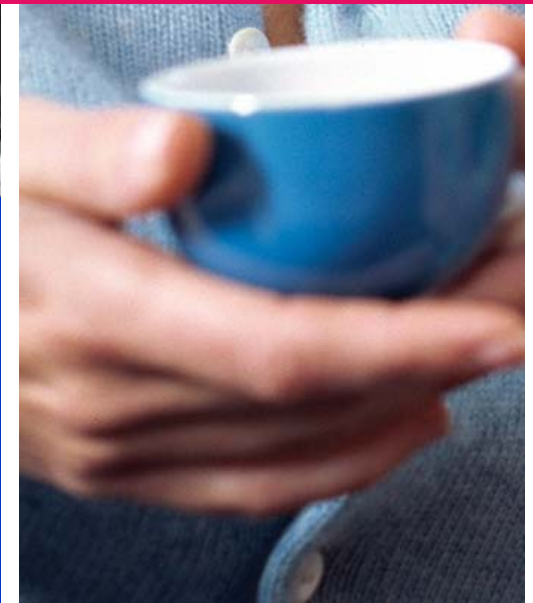
## Home

- Kid's schedule
- Yahoo mail
- Wireless VPN
- My contacts
- MySpace page via mobile browser

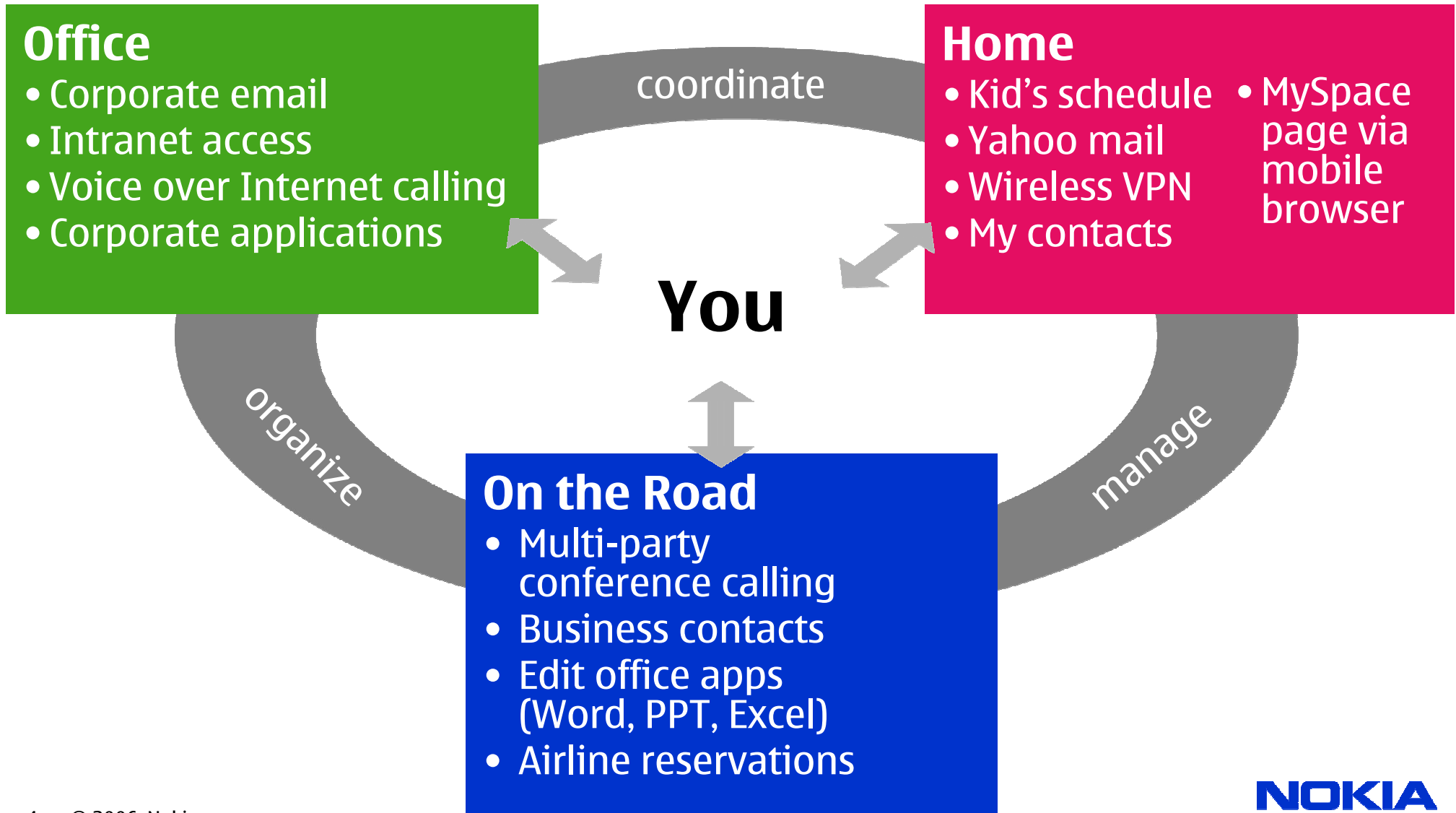


## On the Road

- Multi-party conference calling
- Business contacts
- Edit office apps (Word, PPT, Excel)
- Airline reservations



# It is all about You



# Building blocks: Driving enterprise mobility and differentiation

Multi-channel  
distribution  
ecosystem



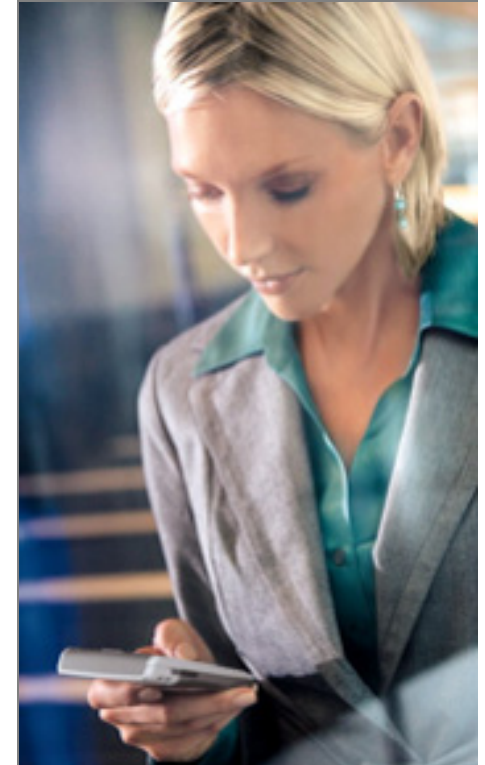
Open and  
extensible  
mobileware



Reduced  
economic  
barriers



Uncompromised  
devices





**Building block #1:**  
**A multi-channel distribution ecosystem**

**Nokia advantage:**  
**Scale and access.**

# Nokia for Business Channel Program

## IT Partners

372 partners joined since Oct. 1

- Access to 20,000 salespeople, 100+ countries
  - 47% Cisco
  - Microsoft
- Global network focused on key areas
  - Business V
  - Mobility
  - Security

Combining IT integration skills and operator distribution reaches end users and enterprise customers the way they want to buy.

## Oil

at 162

77% of

are platform:  
ers

## Building block #2: Open and extensible mobileware

**Nokia advantage:  
Multi-device support, ability to  
mobilize apps **beyond email.****



# Nokia's open and extensible mobileware

## Market Traction

- Support for Nokia and 100+ competitor devices
- #1 white label email provider, Q3 grew licenses 33%
- 1 million licenses sold through 3Q06

- Email 85%, Device Management 65% of our enterprise deals
- 2500 enterprise customers, 4000 Intellisync servers installed
- 21 new operator wins since acquisition of Intellisync

### End user experience

Device choice

Broad range of productivity and personal applications

### Operator growth

Brand and margin

Consumer and corporate email support

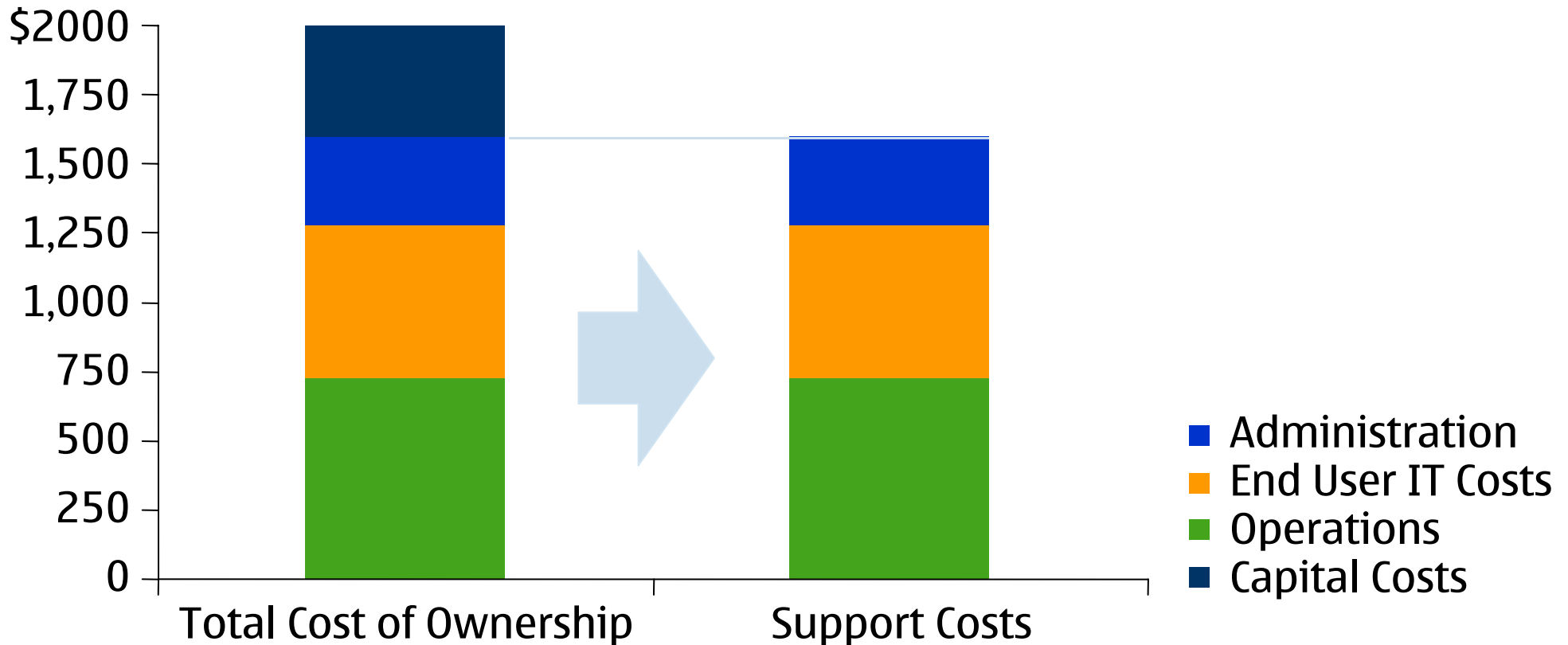
Exchange, Lotus, Novell  
SAP, Web, multiple device  
platforms and 3rd party voice  
and data apps

A background image showing a business meeting in progress. Several people in professional attire are seated around a table, with their hands and arms visible as they work on documents and use markers. The scene is brightly lit, suggesting an office environment.

## Building block #3: Reduced economic barriers

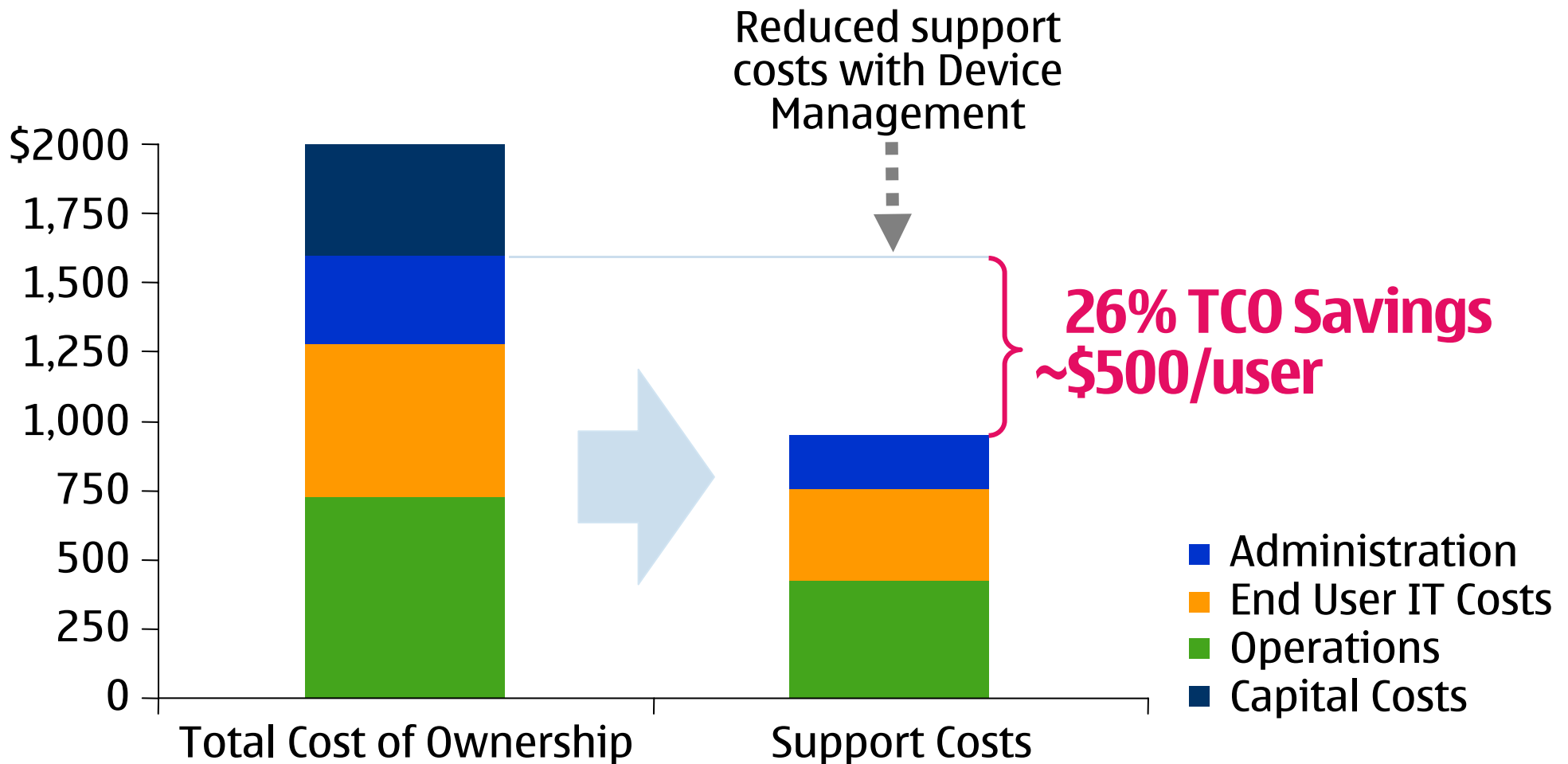
# Nokia advantage: Real cost savings for IT with Nokia solutions.

# Device management lowers Total Cost of Ownership



Total cost of ownership for business devices  
Source: Gartner

# Device management lowers Total Cost of Ownership



Total cost of ownership for business devices  
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# PBX integration benefits create Nokia entry point

## Voice represents 25% of IT spending in the enterprise

- Nokia Eseries devices support advanced voice solutions
  - Voice-to-PBX, VoIP over WLAN
  - One number for desk and mobile
- Cost savings through least cost routing and need for only one device
- 120 pilots in progress


AVAYA

CISCO SYSTEMS

ALCATEL

ONRELAY



A close-up photograph of a person wearing a grey suit jacket and a teal shirt, holding a silver mobile phone in their right hand. The background is blurred, suggesting an office or public setting.

## **Building block #4:** **Uncompromised devices**

# **Nokia advantage:** **Beauty and brains**

# Nokia Eseries: Best of both worlds



## Beauty

- Easy to use
- Innovative designs
- Great screen

## Brains

- Superior voice quality
- Browser experience
- Battery life
- IT ready
- Security and management
- Broad email support

# Nokia Eseries: Market Traction



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- Nokia Eseries devices grow in distribution and popularity

- Nokia combined Q2/Q3 'qwerty' device volumes greater than next two competitors combined in EMEA

- 1.6M Nokia Eseries devices sold 2006 ytd

- 162 operators ranging Nokia Eseries

- Early signs of U.S. success with Nokia E62




















- Strong industry recognition



**NOKIA**



# Nokia and primary competitor market moves

	Cellular Voice	Unified Voice	Email	Apps & Data	Non Cellular Data/PDA
Enterprise Purchase Manager	 MOTOROLA 		 	 MOTOROLA 	 MOTOROLA
End User Purchase for Work	 MOTOROLA 			 MOTOROLA 	
Consumer	 MOTOROLA 		 MOTOROLA 		

# Path to growth and profitability

- **Grow software business**

- Expand on #1 position in white label email
- Increase enterprise email and device management penetration
- Enable mobilization of applications beyond email

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- **Grow software business**
- **Build on 2006 security market share gains to develop end-to-end solutions**
- **Ramp revenues through new Nokia for Business channel partners**
- **Scale Nokia Eseries**
  - Improved go-to-market and solutions integration are critical to growth
  - Continue product line expansion with 1H introductions

# Igniting the Enterprise Mobility market

- Executing a compelling, market-driven vision for enterprise mobility
- Uniquely positioned with the critical building blocks
  - **Multi-channel distribution ecosystem**  
Unparalleled scale and access to end users and enterprises
  - **Open and extensible mobileware**  
Unmatched multi-device support and ability to mobilize applications beyond mobile email
  - **Reduced economic barriers**  
Real cost savings for IT with Nokia solutions
  - **Uncompromised devices**  
Nokia Eseries: Beauty and brains



**NOKIA**