



Good for Enterprise™



In today's competitive world organizations are looking beyond the tactical advantages of improving efficiency by providing mobile workers anytime, anywhere access to information. Enterprises are looking to IT to provide a strategic advantage through improved business processes previously unattainable without a reliable and secure mobility platform.

## Deploy, Secure, Manage

### Enabling & empowering the mobile workforce

#### INTRODUCING GOOD FOR ENTERPRISE

Good for Enterprise™ provides the necessary benefits for businesses to meet the challenges of planning and executing an enterprise mobility strategy. Enabling information access to core data in an enterprise is no easy chore. IT must be able to converge diverse systems, deliver access to structured and unstructured data, and mobilize prepackaged and custom applications. The complexity of mobile access adds the challenges of multiple target device platforms communicating over various wireless networks with their own inherent coverage and connectivity issues. On top of all that IT must be able to secure and manage the entire operation, end-to-end.

With a simple architecture and a rational cost of ownership Good for Enterprise meets the needs of the enterprise and, at the same time, reduces the complexity of delivering on the promises of mobility. Good for Enterprise is comprised of the award winning Good Mobile Messaging™, Good Mobile Access™, and Good Mobile Control™.

**Good Mobile Messaging** provides enterprise class email and personal information management capabilities with an unparalleled user experience. Tasks such as composing email, viewing rich attachments or scheduling meetings are just clicks away. Users can personalize the way they view, prioritize and find information. Integrated RSS news feeds allow users to stay up-to-date on the latest headlines<sup>1</sup>. Good Mobile Messaging is optimized for use on a broad range of mobile platforms including iPhone, Android, Windows Mobile, Symbian and Palm.

**Good Mobile Access**<sup>2</sup> enables secure access to applications, resources, and data behind the corporate firewall utilizing Good's proven secure transport with 192 bit AES encryption and FIPS certification. Designed to simplify mobilizing applications, Good Mobile Access supports applications that use standard TCP-based application layer protocol. There is no need for code modification or customization, there is no proprietary SDK required to develop and deploy mobile applications.

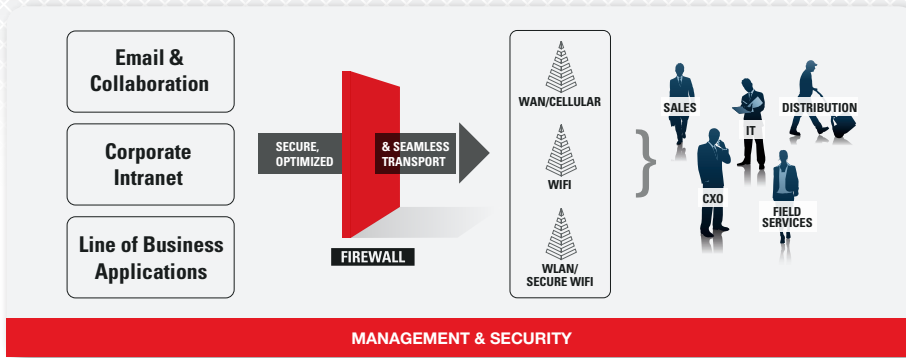
**Good Mobile Control** supports the entire operation with comprehensive over-the-air (OTA) management capabilities, granular security enforcement, and end-to-end visibility for trouble shooting and support. Good Mobile Control's enterprise-class standard for device management and security is accessed through a single, web-based console providing IT access to system functionality from virtually anywhere.

<sup>1</sup>Available for Windows Mobile and Symbian devices.

<sup>2</sup>Available for Windows Mobile devices.

*"Specialized is in the business of bicycle racing and Good makes our business go faster. Just like the sport we live and breathe, our business is every bit as competitive. We often go head-to-head with larger, more established companies who would like to see us at the back of the pack. Good gives us the edge we need compete and win."*

Ray Dzek, Network Operations Manager  
Specialized Bicycles



## Your Competitive Advantage - Good for Enterprise provides the benefits of mobility while simultaneously reducing the risk.

### A SIMPLE ARCHITECTURE THAT MINIMIZES HASSLES AND COST

Moving from “testing the waters” to executing a complete mobility initiative should not cost your organization time and money. It should instead open possibilities for expansion based on what you learn as you grow your mobile fleet. Most firms begin tactically with wireless email and personal information management, Good for Enterprise allows you to start out just this way.

Good Mobile Messaging and the Good Mobile Control server can be installed in the morning and you’ll be provisioning your first set of users by lunch. Then prepare yourself for the viral effects of enterprise mobility. Your users will immediately see the benefits, and IT will quickly appreciate the scalability of the Good platform.

### ONE CENTRAL PLACE TO MANAGE AND SECURE IT ALL

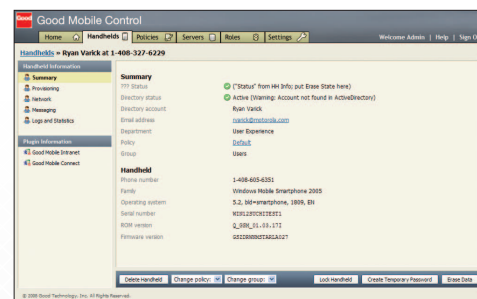
As the fleet of mobile devices and users expands, the benefits of performing all the necessary management and security tasks from a single, web based portal with over-the-air (OTA) management becomes clear. Complete policy management for devices, applications, and user groups is at your fingertips, without ever having to touch a handheld device. Lock down device components like the camera, infrared port, Wi-Fi, and Bluetooth features; control which applications are allowed, dictate which must be running before allowing a secure connection, even remotely wipe a lost or stolen unit.

Good Mobile Control allows IT to determine the level of granularity of its security policy. In today’s mobile environment it is a delicate balance between security and the user experience. Good helps you strike the right balance without sacrificing either.

### ACCESS CORPORATE DATA BEYOND E-MAIL

Complete the picture of enterprise mobility by deploying Good Mobile Access and enable secure, reliable access to applications, and data behind the corporate firewall. Strategically supporting Line of Business (LOB) managers, IT can now begin to deliver the kind of anytime, anywhere access a company needs to be competitive. Good Mobile Access is a standards-based, secure transport that allows you to mobilize applications that use standard TCP-based application layer protocol. That means there’s no code modification, customization, or proprietary SDK to develop and deploy mobile applications. Users can access even your own standards based custom applications.

Now your employees are doing more than just email. They are fully equipped to communicate with partners, suppliers, and customers regardless of location, while having complete information about assets and systems.



▶ **Good Mobile Control** provides complete visibility into your entire mobile device deployment, from detailed information about a single device to a snapshot of users by device operating system or by applied security policies. Management and security are made simple through a single web-based portal. Provisioning, securing, and managing is a snap with over-the-air administration. IT never has to touch the end user’s device.

With over thousands of enterprise customers in 90 countries operating over 200 carriers Good supports over hundreds of device/carrier combinations. That kind of experience is just one reason why **Good** is right for you.



## Good for Enterprise Focused on your business

When implementing enterprise mobility it is important to partner with a company that can deliver the key success factors for your deployment. Today's mobile technology environment has now reached the level of sophistication to support a truly unified enterprise mobility strategy; Good for Enterprise takes advantage of the latest developments.

With Good for Enterprise you get the benefits of an enterprise-class mobility platform that delivers:

- Mobile device management with over-the-air (OTA) capabilities for zero-touch device, user, and application administration
- Flexible anytime, anywhere IT administration through a single web-based portal
- Granular security for implementing and enforcing policies, protecting your data, preventing security breaches, defining access to corporate resources, and remotely erasing lost or stolen devices
- Secure, reliable access to behind-the-firewall applications and data, without the costs of proprietary SDK development

- A rich user experience for faster adoption and greater productivity
- Support for a broad range of industry-leading devices for maximum flexibility and no vendor lock-in

### INVESTMENT PROTECTION

Besides the comprehensive feature set supporting your enterprise mobility initiatives, Good knows how to protect your current investment. Good for Enterprise is backwards compatible with your existing e-mail server and handheld devices. Good for Enterprise works with Microsoft Exchange 2000, 2003, and 2007 or your IBM Domino 6, 7 or 8. Good's client runs on iPhone OS X, Android, Palm webOS\*, Windows Mobile, and Symbian S60.\*\*

Learn more about Good for Enterprise at [www.good.com](http://www.good.com)

\*webOS support is targeted for Q3 2010

\*\*Not all features are available on all platforms



#### Good Technology

For more information, please call 866 7 BE GOOD, email [sales@good.com](mailto:sales@good.com), or visit [www.good.com](http://www.good.com).

Good Technology Headquarters  
101 Redwood Shores Parkway, Suite 400  
Redwood City, CA 94065 USA  
+1 650 486 6000 (main)  
+1 866 7 BE GOOD (sales)

Good Technology UK  
Davidson Building  
5 Southampton Street  
London WC2E 7HA, United Kingdom  
+44 (0) 20 7845 5300

Good Technology Asia/Pacific  
Global Center, F/33  
309 Nanjing Road, Nankai District  
Tianjin 300100, PRC  
+86 22 2750 2555

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