



proudly present:



Red Bend
Software

Lori Sylvia, EVP Marketing

29 October 2013

Differentiating with Cloud-Based Mobile Services

CLOUD COMPUTING

Revolutionizing Entertainment & Media

The Impact of Mobile Cloud Computing & Big Data

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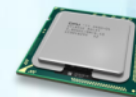
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Red Bend Software The Leader in Mobile Software Management



1,300 models → 1.75 billion devices

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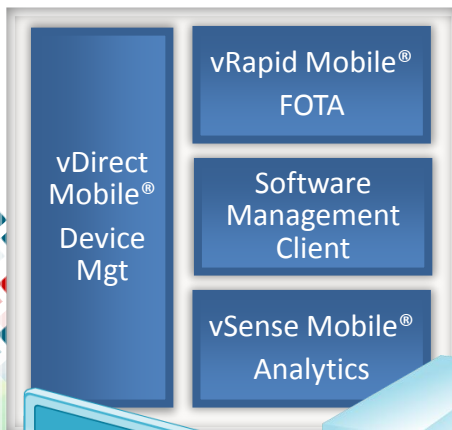
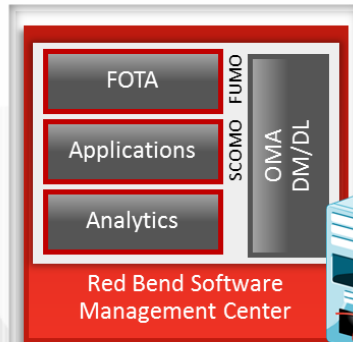
Device OEM

Manage device Firmware
OTA, providing a
continuously better UX

Software Management as a Service

Offer App &
Policy Mgmt
SaaS to your
customers

**Enterprise
Customers**



Users

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Cloud-Based Mobile Services for Device OEMs

- Firmware Updating
- Application Management
- Device Analytics
- Policy Management
- Dual Personas

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Firmware Over the Air (FOTA)



What's New:

- New music app
- Longer zoom
- Better performance



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Application Management



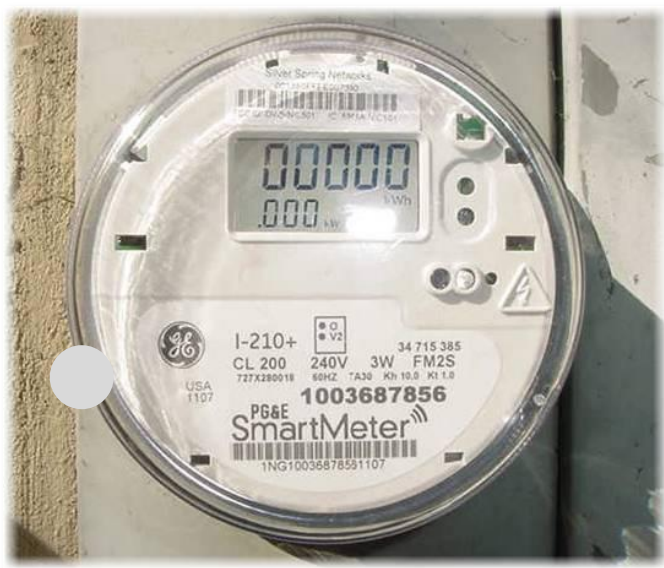
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Device Analytics



- Usage statistics
- Software inventory
- Resource utilization
- Device performance
- Network consumption



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Policy Management



Lock & Wipe

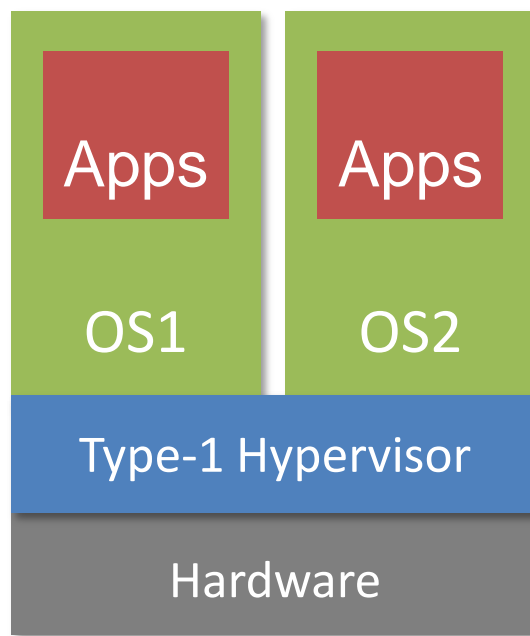
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Dual Personas





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Summary

- Mobile Software Management (MSM) services:
 - High-value, one-to-one customer relationships
 - Differentiated products
 - Ongoing revenue streams
- Transform your business and change the dynamics of your industry

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Thank You

Lori Sylvia

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