

# AT&T Developer Program – devCentral Webcast Series

**Configure Once, Run Anywhere™—Delivering  
Mobile Applications For Multiple Device Platforms  
with Pyxis Mobile**

## **Presented by:**

**Ed Schmit**

Director

devCentral

**T.L. Neff**

EVP – Product Management / Client  
Services

Pyxis Mobile



pyxis|mobile



at&t

# Introduction - devCentral – AT&T Developer Program

## Commitment to Data Developers – support for each step of the wireless application development process

- **Access to the latest information on building solutions for the AT&T wireless network**
  - Detailed Device & Modem Specifications
  - APIs, Toolkits, and Sample Code
  - Developer Gateways
- **Technical support and educational opportunities**
  - Webcasts
  - Developer Forums
  - Documentation and FAQs
- **Subsidized wireless devices & discounted data service plans\***

<http://developer.att.com>

\* Available for  
deluxe members

# Win an AT&T Smartphone!



## Samsung Propel Pro

- Microsoft Windows Mobile® 6.1 Standard
- 3G and Wi-Fi Supported for fast Internet and data
- Full slide-out QWERTY keypad
- 3 MP auto-focus camera



## Pantech MATRIX Pro™

- Microsoft Windows Mobile® 6.1 Standard
- Dual Sliding Keyboards
- 2.0 megapixels with digital 4x zoom

**2 WINNERS!**

**Answer the  
question at the  
end of the  
webcast and win  
an AT&T  
Smartphone!**

# Presenter:

**T.L. Neff**

EVP – Product Management / Client  
Services

Pyxis Mobile

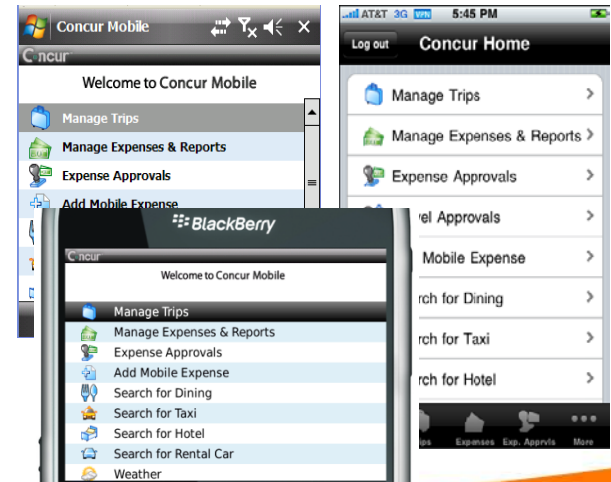
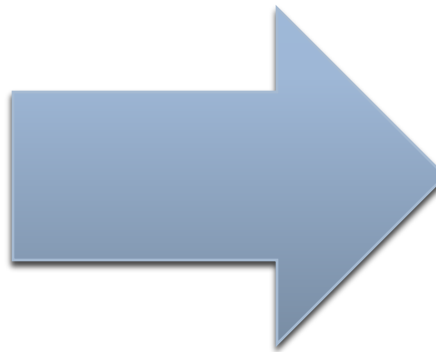
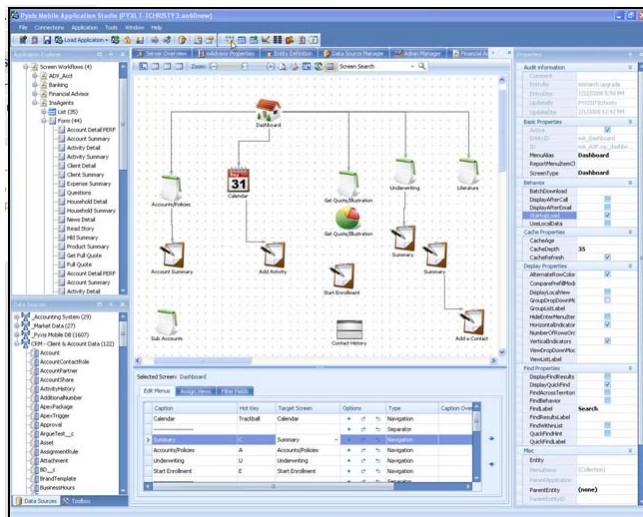
# Innovative wireless applications that **drive value** for corporations & their customers

## Application Studio – Design Once, Deploy Anywhere

Pyxis Mobile provides:

- a collection of award-winning wireless business applications and consumer applications
- a best-in-class mobility platform featuring the Pyxis Mobile Application Studio
- immediate value and ROI, featuring the fastest time-to-mobility in the market

Used by 250+ firms (*28 of the top 50 global asset managers and 6 of the top 15 Fortune 500*)

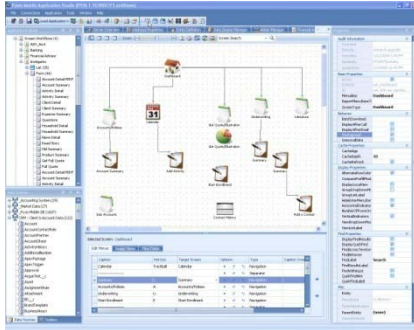


# Build vs. Buy: Enterprise Mobile Applications

## Pyxis Mobile Approach

### Application Studio

One flexible configuration supports all devices via drag & drop, no coding console



### Skillset

Drag & drop configuration

### # of OS & Devices

One mobile profile for BlackBerry, iPhone, and Windows Mobile



### Cost Benefit

½ - 1½ FTEs maintain one configuration for multiple devices with no coding, no re-deployment for new features, and fastest time to launch

## Custom Development

Custom development requires a sophisticated team including a product manager, UI lead, 5 engineers, and 3 QA staff for 6-8 months per device to deliver a first-generation, secure, enterprise-grade mobile application

### Skillset

Objective C

Wireless communications, mobile security, data caching, localization

### # of OS to Support

2+ (2.0, 3.0)

### # of Devices for QA

4 (Touch, 2G, 3G, 3GS)



### Skillset

J2ME

### # of OS to Support

5+ (OS 4.2 – 5.0)

### # of Devices for QA

15+



### Skillset

.NET CF, C#

### # of OS to Support

6+ (6.0, 6.1, 6.5)

### # of Devices for QA

100's of devices



### Ongoing Maintenance

2-4 technical FTEs provide ongoing device & mobile OS support, feature and bug fix coding, partner fees & relationship management, change control, and more

**Custom development incurs 3-8x TCO over 3 years**



# Mobility For All Your Users

Mobile applications drive employee efficiency, partner loyalty and customer awareness. Delivering mobility for all of these users is fast, cost-effective and more important than ever.



Customers



Employees



Partners

**Focus:** Customers, prospects, clients, consumers, students

**Offering:** Custom applications, service tools, web portals

**Value:** Customer communication, brand building, cross-selling

**Focus:** Business units, management, enterprise deployment

**Offering:** Packaged applications, custom applications

**Value:** Employee productivity, efficiency and revenue growth

**Focus:** External sales, distributors, supply chain partners

**Offering:** Packaged applications, custom applications

**Value:** Affiliate retention, improved communication, lower cost of sales & service

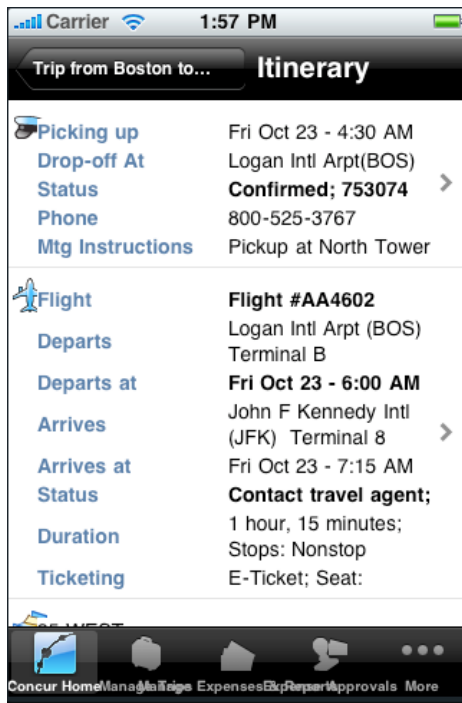


**Pyxis Mobile Application Studio:** *Ultimate control of data and application configuration*

- Collection of award-winning wireless applications
- Multiple device support (BlackBerry, iPhone & WinMo)
- Unlimited application configuration – No coding required
- Access to any and all enterprise data from any system
- One-time OTA deployment and automatic app updates
- Fastest “speed-to-value” delivery available

## Concur Mobile

*Extends Concur's "Enterprise Spend Management" applications to BlackBerry, Windows Mobile & iPhone*



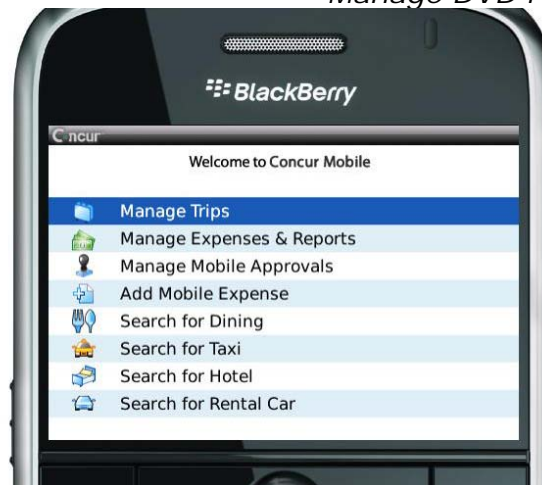
## Upper Class

*Innovative collaborative application for students, faculty and parents at major universities and other education institutions*

## Movela Netflix Movie Manager

*Manage DVD rentals from Netflix.com*

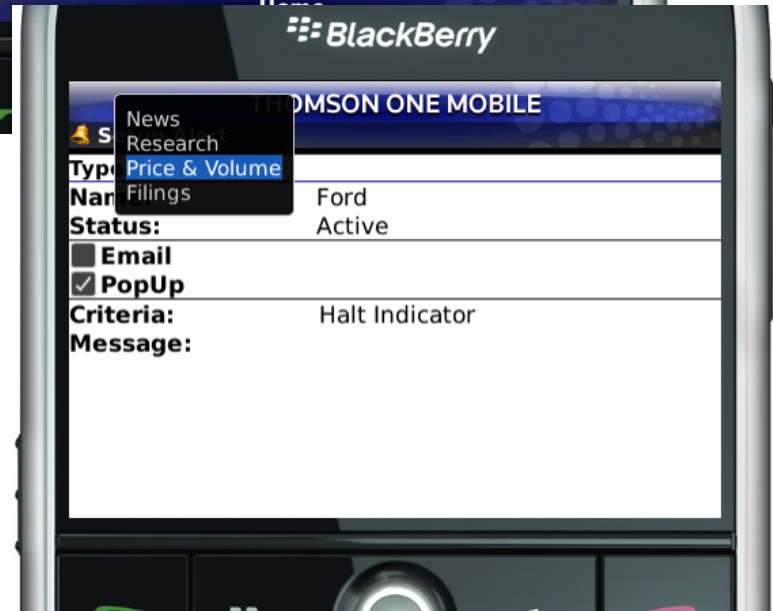
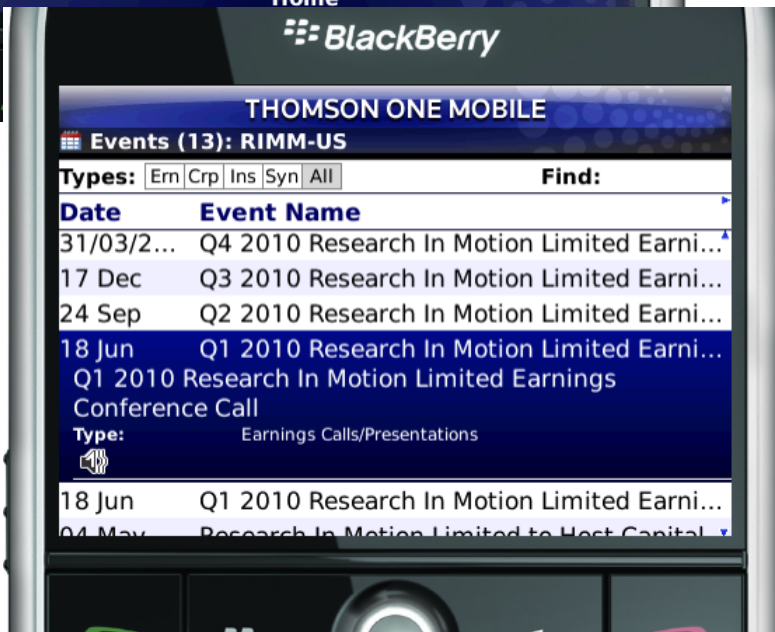
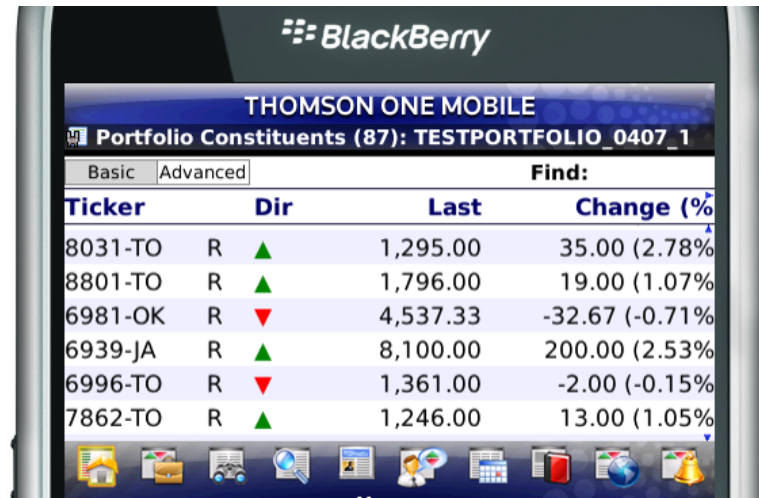
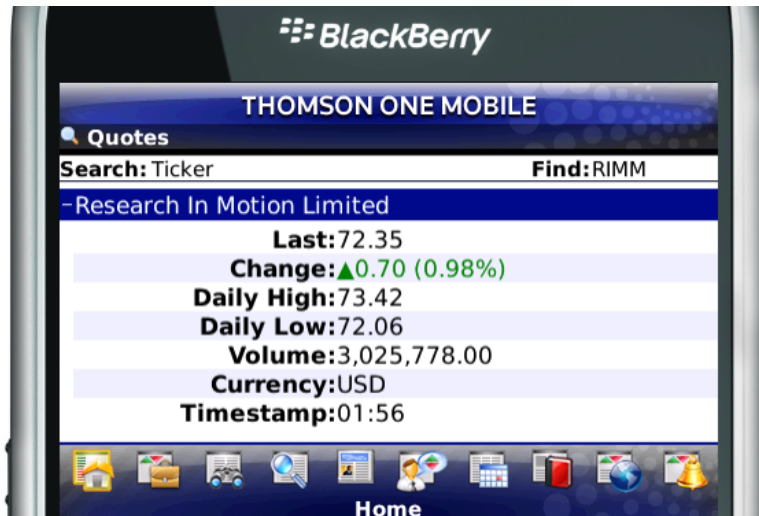
*via a mobile device.*







# Powering Thomson One



# Industry-Specific Mobile Applications

## Features for Insurance, Investments & Banking

- Real-time access to intra-day sales & portfolio performance
- Access to consolidated data for improved deal management and relationship building
- Access to 360 degree “total client” view across multiple corporate systems
- Integrated market data and analytics

## Key sectors served:

- Private Equity & Investment Banking
- Wealth Management
- Investment Management
- Life, Health, and P&C Insurance
- Consumer & Commercial Banking

MOBILIZE+++
pyxis | mobile
Newman, Calvin
120 Boylston Street
Boston, MA 02111
Ultra High Net
Add Activity

**Portfolio Summary**
Investment Obj: Growth
Equities \$3,287,446
Cash **\$986,233**
Fixed Income \$2,301,212
Tot Port Val \$6,574,892
Portfolio Analysis

**Personal Information**

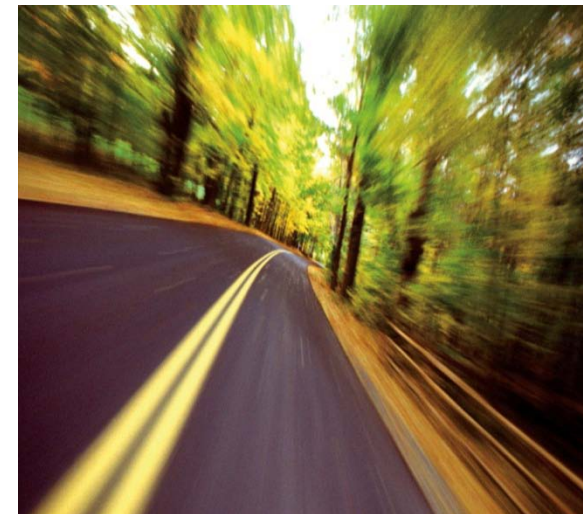
MOBILIZE+++
pyxis | mobile
Top 20 Hld YTD ▲7.22%
Worst 20 Hld YTD ▼-6.24%
ACAT Complete 5
# of Accounts 3403 08/14/2009
Tot AUM \$85M ▲24%
Tot Cash \$5.5M ▲7%
My Alerts 3
Financial Plans YTD 30 08/14/2009
My Indexes Value ▲Change
-> Dow Jones 9355.56 ▼-42.63
-> NASDAQ 1996.08 ▼-13.27
-> S&P 500 1007.98 ▼-4.75
-> 10YR T-Note 3.56 ▼-0.03

### Contact Management

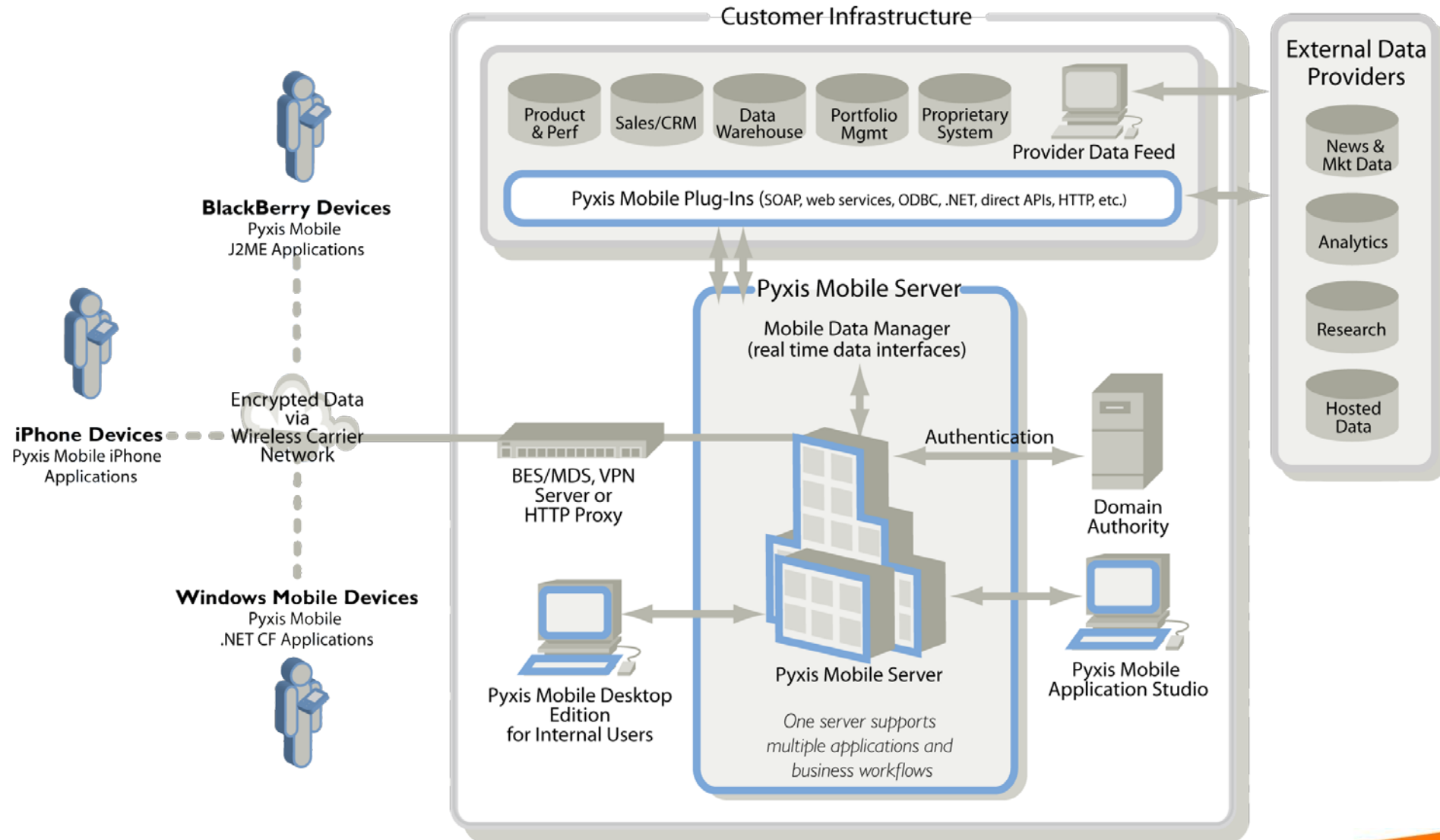
Detailed contact, portfolio, and sales data available for prospects and clients in a territory

### Dashboard

Summary screen with drilldown capabilities for easy navigation to business information



# Architecture Overview



## ■ **Unlimited Configurability with Zero Re-Deployment**

Enhance and modify application features and functions w/o re-deploying software

## ■ **Fast, Effective User Experience Across Multiple Clients**

Rich, intuitive graphical interface with fast, real-time data presentation on BlackBerry, iPhone, Windows Mobile, and desktop browser

## ■ **Real-Time Integration with Multiple Enterprise Data Sources**

Connect to a multitude of enterprise systems via standard plug-ins or via the Plug-In Toolkit

## ■ **Enterprise-Class Security Model**

On-device and in-flight encryption; extensive on-device data control; DataGuard time bomb option; single sign-on authentication; complete logging & audit trail

## ■ **Centralized Server & Application Management Console**

Multiple applications run on a single server or cluster, managed centrally via Application Studio

## ■ **Proven Implementation and Support Capability**

More than 200 production installations across the world's largest firms

## ■ **Unparalleled Mobile Application Feature Set**

Skinning, scripting, localized languages, complex workflow management, push, hotkeys, mapping & LBS, camera support, signature capture, GUI calendar, disambiguation, hotkeys, and much more!

# Demonstration:

**T.L. Neff**

EVP – Product Management / Client  
Services

Pyxis Mobile



# Thank you for joining

Pyxis Mobile:

Kevin Armstrong  
karmstrong@pyxismobile.com  
781-997-0332







Win an AT&T Smartphone!

# CONTEST

Question: Pyxis Mobile Application Studio allows developers to Configure Once...

- A: Deploy Anywhere
- B: Run Anywhere
- C: Design Anywhere
- D: A & C

Send answers to:

[devCentral-biz@awsmail.att.com](mailto:devCentral-biz@awsmail.att.com)

Winners will be selected randomly  
from correct responses

# Configure Once, Run Anywhere™ — Delivering Mobile Applications For Multiple Device Platforms with Pyxis Mobile

## Questions & Answers

Webcast slides will be posted shortly on  
<http://developer.att.com/webcasts>