CELCOM LAUNCHES INNOVATIVE MOBILE DEVICE MANAGEMENT SOLUTION WITH SAP

New enterprise offering allows central management, security, and deployment of mobile data and applications across multiple devices

KUALA LUMPUR, 7 May 2013 – Celcom Axiata Berhad, the first and foremost telecommunications provider in Malaysia, has launched its **Mobile Device Management (MDM) on SAP Afaria** together with technology vendors and co-providers **SAP** and **EMI Solutions Sdn Bhd**.

This new **cloud-based service management platform** under **Celcom First Solutions** allows administrators to **centrally manage, secure, and deploy mobile data, applications, and devices** including mobile phones, smart phones, tablets, laptops and desktop PCs across organisations of any size.

En. Jefri Ahmad Tambi, Chief Business Solutions Officer of Celcom Axiata Berhad, commented, "Companies in today's constantly-connected business environment fully understand that **device mobility** coupled with **cloud-based software access** translates to **business transformation**. One simple enrolment in Celcom's MDM solution on SAP Afaria gives subscribers the freedom to go from unmanaged and unsecured devices to full device ecosystem control."

"We are very excited to introduce Celcom's MDM on SAP Afaria as it helps business owners and administrators **overcome the challenge of having multiple operating systems** within any organisation's user base, while being scalable for small enterprises to large multinationals."

Celcom's MDM on SAP Afaria works across **all major OS platforms** including iOS, BlackBerry, Windows, and Android. It allows users to manage and secure the **mobile device life cycle** including self-service portals, end-to-end security, mobile applications, process automation, asset tracking, telecommunications expense management, application management, governance, data-loss prevention, and operating system fragmentation.

The platform's unique functionalities include **over-the-air (OTA) distribution of applications, data and configuration settings** for company-owned and employee-owned devices. Users may **reduce support costs and business risks**, **leverage mobile communications network functionality and security**, **minimise downtime**, and rapidly **deploy applications and system solutions**. End users also have the added security of **remotely locking or deleting data from** their devices in the event of a theft or loss.

Celcom's co-developer of this business solution is **EMI Solutions Sdn Bhd (EMIS)**, a SAP Certified Partner which specialises in the management and security of smartphones, tablets, mobile content and applications based in Malaysia, Indonesia and Thailand. EMIS utilises the **Afaria Client mobile application from SAP**, a market leader in enterprise application software.

"SAP is excited to play a part in the launch of Celcom's MDM on SAP Afaria and supports the innovative shared vision of SAP's partner EMI Solutions Sdn Bhd and Celcom. We are proud that Celcom has selected EMI Solutions Sdn Bhd to develop Celcom's MDM on SAP Afaria, an innovative and powerful cloud-based service management platform," said Kowshik Sriman, Managing Director for SAP Malaysia and Singapore.

Enterprise subscribers will find Celcom's MDM on SAP Afaria affordable and cost-effective. The platform is **not limited to Celcom customers only** and can be deployed across any organisation even with diverse mobile devices and service providers. Setup fees are waived for existing Celcom PortaBiz on SAP Mobility customers.

For more information on Celcom's MDM on SAP Afaria and other Celcom First Solutions, email BizSolutionSales@celcom.com.my or call **1800 111 777**. Existing Celcom business solutions customers can also get in touch with their dedicated account manager.

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