



HP Launches New Version of Mobile Management Center

PALO ALTO, Calif, February 18, 2009 – HP has just launched the latest version of its HP Mobile Management Center (MMC), a comprehensive solution for wireless operators and device manufacturers to easily manage customers with a single platform and improve the user experience from service activation to customer care and support.

Available now, HP MMC v4.5 endorses upcoming OMA standards, providing support for application management using the OMA-DM (Open Mobile Alliance Device Management) Software Component Management Object (SCOMO).

New Features in MMC v4.5 include:

- OMA-CP and legacy provisioning protocols along with support for the newer OMA-DM standards providing both SMS-based provisioning and advanced continuous provisioning through a single solution.
- Support for the OMA-DM SCOMO standard to manage applications over-the-air with end-user opt-in to manage user preference for application push campaigns.
- The ability to monitor device performance over time and later retrieve that monitoring data for offline analysis for devices which support early implementations of diagnostics and monitoring objects.

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General background on HP MMC:

HP MMC is an OMA DM standards-based Mobile Device Management server solution that enables an operator to gather a comprehensive profile of device information, providing visibility and control to manage the lifecycle of data services to devices for both consumers and enterprises. The over-the-air capabilities allow carriers to remotely diagnose device issues, configure service settings and ensure mobile services such as media streaming are ready to use.

HP MMC helps wireless carriers optimize their operational environments by providing real-time access to mobile device and usage information. Insight into user configurations, usage patterns, resident software and applications allows carriers to gain a better understanding of overall usage patterns and to better identify and increase revenue-generating mobile services.

HP MMC delivers mobile device management services using industry standard protocols for multi-platform support across the fragmented mobile environment.

Feel free to visit our web site for more information about HP's [Mobile Device Management](#) solutions.

About HP

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