

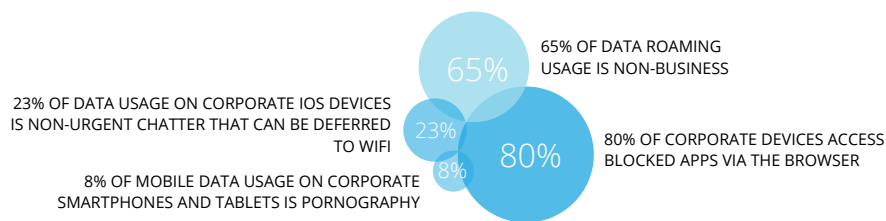
Mobile Data Optimization

Wandera has introduced a completely new category in enterprise mobility called Mobile Data Optimization (MDO), which helps companies manage mobile data usage across employee devices including smartphones and tablets. Wandera is a scalable SaaS solution that delivers substantial data savings through compression and content control, provides unique visibility into data usage through advanced analytics and enables control over data roaming costs through a real-time policy engine.

Why Mobile Data Optimization?

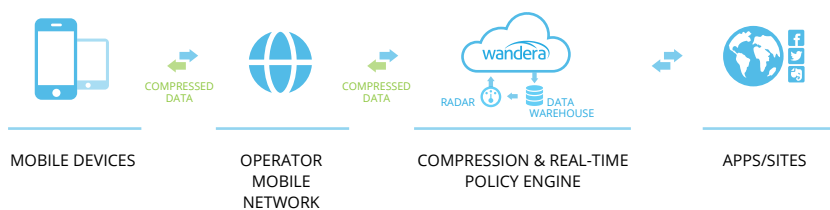
Due to the adoption of more and more data-hungry devices, today's enterprises face sharply growing mobile data costs. They also lack insight into employee usage patterns with mobile apps and websites and have limited controls in place.

Whereas voice costs are traditionally itemized on a corporate phone bill, enterprises are flying blind when it comes to data costs. As a result, a substantial amount of costly and undesirable data usage on smartphones and tablets remains undiscovered.



How it Works

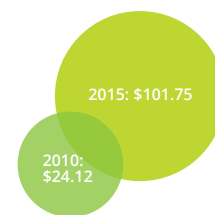
Wandera is a scalable SaaS solution in the mobile data stream between corporate devices and the Internet. Devices are enrolled effortlessly by deploying a simple setting to smartphones and tablets to ensure mobile data is redirected via the MDO service. All apps and websites are automatically reduced in size and optimized for the device by Wandera's compression engine. Policy controls can be enforced in real time in order to block data-hungry apps and sites, alert users at defined thresholds and cap usage in a roaming scenario to eliminate incidents of bill shock.



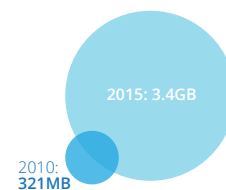
RADAR, the web-based admin dashboard used to enroll devices and configure policy, offers real-time analytics on mobile data usage providing previously unobtainable visibility. RADAR allows for the separation of business from personal usage and the itemization of data bills on a per app basis. Drill into individual devices to investigate incidents of bill shock, identify roaming costs on a per country basis, discover usage of unapproved cloud apps and much more.

The Relentless Growth of Data Usage/Costs in the Enterprise

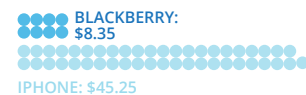
AVERAGE MONTHLY DATA COST OF CORPORATE DEVICE



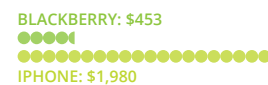
AVERAGE MONTHLY DATA USAGE OF CORPORATE DEVICE



AVERAGE MONTHLY ROAMING DATA COSTS



AVERAGE BILL SHOCK EVENT



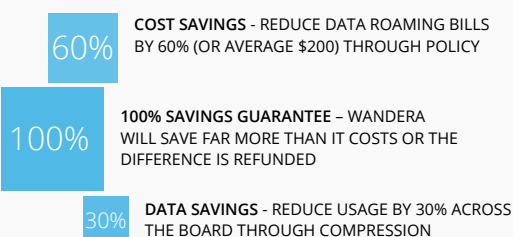
Technology

Wandera's MDO service is built on a multi-tenant SaaS architecture distributed across multiple datacenter locations on four continents. It is optimized to deliver performance, scale, security and 100% availability. Wandera offers transparent deployment options through proxy configurations, either MDM integrated or delivered to devices via a mobile app. Wandera's highly secure data warehouse architecture is based on industry-leading petabyte columnar storage.






Wandera's proprietary compression engine leverages state-of-the-art technology to reduce and optimize mobile data on the fly. The service minifies and conflates JavaScript, rewrites CSS, collapses white spaces, rescales and strips meta data from images, among other techniques to minimize the payload size of apps and web content. The adaptive video compression algorithm automatically maps video to the optimal format for mobile, achieving a significant reduction of the video content served. Finally, Wandera applies various acceleration techniques such as optimized browser rendering, page pre-fetching and caching to offer users the best mobile browsing experience.




Saving Benefits



Visibility Benefits

-  **COST ITEMIZATION** - OPEN THE BLACK BOX OF YOUR MOBILE DATA BILL
-  **SPLIT BILLS** - SEPARATE BUSINESS FROM PERSONAL USAGE
-  **SECURITY** - DETECT USAGE OF UNAPPROVED CLOUD APPS AND OTHER SECURITY RISKS

Control Benefits

-  **ROAMING CONTROL** - ELIMINATE BILL SHOCK INCIDENTS THROUGH REAL-TIME DATA CAPS
-  **EDUCATE USERS** - PROACTIVELY ALERT USERS AT DATA THRESHOLDS
-  **CONTENT CONTROL** - RESTRICT DATA-HUNGRY APPS AND OTHER UNDESIRABLE CONTENT

Wandera Features

SAAS INFRASTRUCTURE

- High-availability, multi-tenant SaaS
- Built for scale, security and performance, distributed around the globe

USAGE POLICY CONTROLS

- Real-time mobile data caps and alerts, per country, groups and user
- Sophisticated blocking functionality, per app or content type

SIMPLE DEPLOYMENT

- Transparent deployment options across devices (iOS, Android and W8), MDM integrated
- No custom software, no change to the user experience

UNIQUE OPTIMIZATION TECHNOLOGY

- Proprietary compression engine including adaptive video compression with tunable settings
- Advanced acceleration techniques to optimize data performance for mobile

ADVANCED MOBILE ANALYTICS

- Advanced analytics on mobile data usage giving real-time, granular reports
- Anonymized logging features to ensure data privacy

About Wandera

Wandera is the pioneer and leading provider of Mobile Data Optimization (MDO), providing businesses with significant savings, as well as control and visibility of their mobile data usage. Powered by its proprietary SaaS data compression and processing engine, Wandera works transparently for mobile devices wherever they are in the world, without changing the user experience. Deployment is simple and the service is scalable and resilient, optimized to process billions of daily mobile data requests.

Founded in 2012 Wandera is headquartered in San Francisco and London, and backed by Bessemer Venture Partners and Greylock.

For more information, visit www.wandera.com.