



## **PRESS RELEASE**

### **85% of the world's POP/IMAP email addresses can be mobilized in seconds with ServiceMine™ Email**

*WDSGlobal launches ServiceMine Email to address the email 'long-tail' and increase uptake of mobile email among consumers*

**20<sup>th</sup> August 2009: Poole, United Kingdom:** WDSGlobal has launched ServiceMine Email, a powerful email discovery service that allows mobile users to quickly and conveniently mobilize an existing email account on their mobile handset. ServiceMine Email requires only the end-user's email address and username to return mobile connectivity settings for more than 85% of the world's POP and IMAP email addresses. The service is designed to be deployed by mobile network operators, handset manufacturers, push-email vendors and email aggregators as a means of increasing the adoption of mobile email among consumers.

Outside of enterprise deployments, mobile email has so far struggled to meet industry expectations. This is because most consumer deployments limit their set-up and support to own-brand services, webmail and major email service providers, and fail to address the email 'long-tail', the thousands of email service providers that today's users have access to.

"Mobile network operators and handset manufacturers have been busy signing partnerships with large brand-name email providers, often deploying services via ring-fenced web-based or proprietary clients. However, with thousands of email services to choose from, consumers expect greater support in mobilizing a variety of email accounts," explains David Ffoulkes-Jones, CEO of WDSGlobal. "Almost all new handsets include an email client; however without the necessary settings support, configuring a handset to send and receive email can be highly complex. It requires knowledge of incoming and outgoing server names, encryption types and port numbers; it's a major barrier to adoption and most consumers simply never complete the set-up process."

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“We understand the administrative burden of collating email settings from the tens of thousands of email providers currently available and so it’s understandable that many deployments limit their support to a handful of brand-name provider only. However, the mobile industry must understand that to provide truly compelling mobile email services it needs to provide solutions that don’t cripple the user experience in favor of deployment convenience,” adds Ffoulkes-Jones.

WDSGlobal’s own research has shown that in some markets, even the top 50 email service providers only address 25% of the market, severely limiting the industry’s ability to leverage consumer interest in mobile email.

ServiceMine Email has been launched to help the mobile industry meet the challenge of the mobile email long-tail and support the widest possible base of subscribers. It requires the minimum of end-user information with which to deliver email settings that are validated for both the user’s handset and network. Accessed via an API (application programming interface), ServiceMine Email passes enquiries through WDSGlobal’s unique logic to determine handset and network variables that may impact email configuration and use on the handset. It also corrects common user errors such as spelling mistakes, a problem that typically results in six per cent of all email configuration attempts failing.

The service actively encourages on-device email setup, delivering a more intuitive service discovery and configuration experience. It can be coupled with an on-device configuration wizard to guide the user through the set-up process, retrieving the necessary email settings and auto-populating the native client, proprietary client or webmail service. Additionally the service can be deployed within an existing support center or web-based self-care environment, enabling support agents and end-users to quickly resolve email set-up enquiries and look-up specific email server settings.

“It has become increasingly important for players within the mobile industry to leverage their existing assets without having to make heavy capex investments. With so many email-capable handsets in the market, many of them heavily subsidized by the mobile network operator, we believe that ServiceMine Email offers a cost effective means to introduce end-users to a valued, revenue-generating service,” finishes Ffoulkes-Jones.

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**About WDSGlobal**

Since 1995, WDSGlobal has been dedicated to helping mobile operators, handset manufacturers and service providers deliver more profitable products and services to end-users. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal offers the industry's most complete solution for the management of end-users, devices and services. Believing end-user profitability lies in effective problem prevention and user experience management and not in problem management, the company's GlobalMine framework continually collects, validates and shares data about devices, services and user trends. This is used to enhance the effectiveness of its carrier-grade products and services and to help customers drive service adoption, increase loyalty and drive-down support costs.

To find out more, please visit [www.wdsglobal.com](http://www.wdsglobal.com)

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