Motivity Labs partners with Microsoft to enhance the Microsoft Exchange ActiveSync Logo Program

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Still in its first year, the Microsoft Exchange ActiveSync Logo Program helps IT professionals and enterprises identify compatible smartphones and tablets for secure, enterprise Exchange access

Microsoft has selected mobile experts Motivity Labs to enhance the experience of Microsoft Exchange ActiveSync Logo Program (EAS) licensees by identifying smartphones and tablets that are enterprise-ready.

The EAS program, launched in April 2011, is an effort to standardize the implementation of Exchange ActiveSync on mobile email devices that connect to Exchange. The program helps IT professionals identify and support enterprise-ready mobile devices in their organizations through a testing program that requires critical Exchange ActiveSync end user features and management policies on handsets. The program allows mobile carriers and OEMs to differentiate mobile email devices that offer superior security and management, and helps customers identify trusted devices to select for both work and personal use.

Since its founding in 2009, Motivity Labs has been partnering with Microsoft with a proven track record of working with device information security and email synchronization. As such, Motivity Labs was selected to author the certification guidelines for the EAS Logo Program along with Microsoft. Motivity Labs tests configurations that can include any number of devices in multiple locations of Exchange servers, and on multiple carrier networks.

“The Exchange ActiveSync protocol is the defacto standard for mobile email synchronization. We are

happy to have Motivity Labs' experience with the mobile industry, certifying devices for the EAS logo program," said Jim Lucey, senior technical product manager for Exchange marketing at Microsoft.

About 78% of corporate email users worldwide use Exchange email. With many users now bringing their own devices to their workplace and relying on the full functionality of Exchange hosted email, the EAS logo will make it clear which devices meet the criteria and will be supported. To ensure a consistent implementation of key technologies that are part of Exchange and Exchange ActiveSync, Motivity Labs and Microsoft established requirements that each device must meet in order to earn the Exchange ActiveSync Logo. Motivity Labs established a lab with in-house and Hosted Exchange servers to thoroughly test smartphones and tablets against all required scenarios defined by Microsoft.

"We are delighted to extend our relationship with Microsoft as the sole third party certification lab for Exchange ActiveSync certification", said Dayakar Puskoor, Executive Chairman of Motivity Labs.

Program Overview
Motivity Labs' Testing Center of Excellence works with handset OEMs to educate them on the test scenarios so that all parties are informed and the process is efficient, quick, and consistent across devices. Once the Exchange ActiveSync Logo agreement is completed with Microsoft, Motivity Labs begins the process of drafting a Statement of Work which outlines which devices are being tested against which criteria. Once the devices have passed the approved tests, Motivity Labs sends the results to Microsoft and they issue the Microsoft Exchange ActiveSync Logo. Handset OEMs interested in participating in the Exchange ActiveSync Logo Program should contact easlogo@motivitylabs.com to get started.

About Motivity Labs

Motivity Labs is a software development and certification company with offices in the US and in India. It was founded by a team of successful entrepreneurs with broad experience in the mobile, wireless, enterprise and consulting sectors. Motivity Labs is a portfolio company of Naya Ventures, an early stage venture capital firm that invests in mobile and SaaS startups in the US and India. As a software development partner with Naya Ventures, the Motivity Labs team is constantly exposed to the latest in the mobile and SaaS arenas.

Motivity Labs collaborates with customers to define technology strategy as well as provides application development, testing and certification services. Our team members have worked with global enterprises,

wireless device manufacturers & operators and startups.