

GoodLink™ 3.0

Wireless Messaging and Corporate Data Access

Full two-way sync with Microsoft Outlook®

E-mail, rich attachments, calendar,
contacts, notes, and tasks

Access to corporate data systems



Good for Business.
Great for You.™

Connect. Communicate. Close.

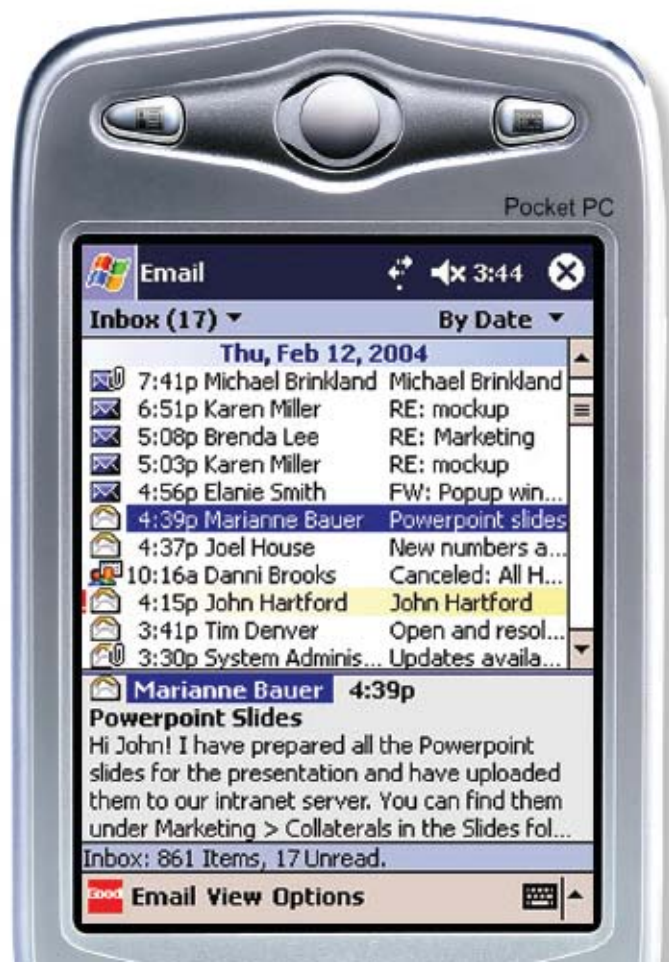
Introducing GoodLink™ 3.0

Executives and professional field forces are spending more time on the road doing business. These mobile professionals must be in constant communication with customers, partners, and fellow employees. Recent advances in handhelds and wireless network technology have made secure mobile access to e-mail and mission-critical business systems a reality. No longer just a luxury for top executives, mobile messaging and data access has become a necessity for field forces that require constant access to corporate data systems.

GoodLink 3.0 meets this challenge by providing professionals with secure mobile access to corporate e-mail, rich attachments, calendars, contacts, notes, and tasks. GoodLink offers an interface familiar to users of Microsoft Outlook® and ensures

that the data on the user's handheld are always up-to-date. The cradle-free system offers end-to-end encryption of data to ensure maximum security. The optional GoodLink Forms application enables thin-client access to Web-based applications, to corporate intranets, and to CRM, ERP, and other corporate data systems.

To provide enterprises and end-users with maximum choice and flexibility, Good Technology offers full GoodLink functionality on a variety of devices and platforms. GoodLink currently supports palmOne's Treo 600, the Good™ G100, and RIM 950/957. Support for Microsoft's Windows Mobile® Pocket PC Phone Edition® will be available soon.



Your office to go. **GoodLink 3.0**



GOODLINK IN ACTION:

- An executive takes advantage of downtime in the taxi, using his mobile device to respond to urgent e-mail, to read rich e-mail attachments, and to check voice mail.
- While waiting at the airport, a sales VP receives an e-mail on his smartphone with breaking competitor news. He immediately alerts his entire sales force and boards his flight.
- While out of the office, mobile service professionals use the Pocket PC Phone Edition, via GoodLink, to input purchase orders or to check service requests.
- A salesperson impresses her customers, using third-party software via her Treo 600 to give her sales presentation.

Key Benefits of GoodLink 3.0

Full Outlook-Like Functionality

For anyone familiar with Microsoft Outlook®, GoodLink is easy to use. Frequent tasks such as composing an e-mail or looking up a contact are simplified and can be done intuitively with only a couple of clicks. GoodLink offers a full Outlook-like experience on all supported handhelds and mobile platforms.

Rich Applications

GoodLink includes integrated attachment viewing, so users can view and edit the contents of e-mail attachments in either rich format or plain text. On the Palm OS, GoodLink supports Excel, Word, JPEG, TIF, and other formats across thousands of third-party applications. On the Microsoft Windows Mobile® platform, GoodLink supports all Pocket Office® programs. GoodLink enables users to multi-task: they can run several applications simultaneously and toggle back and forth between a number of open files, just as they would on a laptop or desktop.

Low Cost of Ownership

GoodLink can be installed in a matter of hours, and it is easy for IT managers to maintain because it does not require desktop software. IT managers can use Role-Based Administration to distribute management tasks across a hierarchy of administrators, enabling quick deployment of GoodLink to large field forces. In addition, Good Technology will soon offer zero-IT-touch to allow users to provision and upgrade devices quickly without having to visit their IT department.

Enhanced Productivity

GoodLink allows mobile professionals to work faster and more efficiently. With instant mobile access to critical corporate information, GoodLink users can respond faster to customers and partners and take advantage of opportunities before competitors do.

GoodLink 3.0: What our customers are saying:

“We required a truly open-standards-based wireless solution designed to work on multiple networks and industry-standard devices. GoodLink met the requirements and freed us from the risks of vendor lock-in.”

James D. Cook
EDS, Senior Director, CIO Enterprise Operations

“Electronic Arts selected Good’s wireless e-mail and data system because Good provides a single point of accountability for the whole end-to-end system. GoodLink is always up-to-date with all of Microsoft Outlook, so our mobile workers only have to touch information once, a high productivity boost over EA’s current tools. Also, GoodLink is not just about e-mail—we plan to use GoodLink to enable us to mobilize vital corporate data systems.”

Marc West
Electronic Arts, CIO

“Wireless is playing an increasingly important role for our executive search consultants when performing critical, time-sensitive tasks on the road or with a client. We need a reliable and secure wireless system that can grow with us as we begin to mobilize our company, and Good delivers a strong foundation built on flexible industry standards that allows us to plan for the future.”

Rick Abel
Spencer Stuart, CTO

“Switching to GoodLink has saved me over an hour each day, as I no longer have to later file e-mail and sort correspondence. This can all now be done on the fly. I am very pleased with the software, which has made an immediate impact on my productivity and the productivity of our center.”

Dr. David Agus
Cedars-Sinai Medical Center, Research Director

“Good Technology delivers the best wireless e-mail solution on the market. Good’s server-based software saves our IT department many hours of deployment and maintenance work.”

Jonathan Rosenberg
Google, VP of Product Management

“We were looking for a technology to better enable our sales force, so it was imperative that it be both the most user-friendly and the easiest to support remotely. Good provided the strongest solution on multiple platforms. It’s also the easiest for our support staff to maintain, with true cradle-free synchronization, security, and remote management tools.”

Bob Best
UnumProvident, CIO

“At O’Melveny & Meyers, we are rolling out GoodLink to 50 to 60 attorneys a day. We are able to provision the devices efficiently and get them into users’ hands in 15 to 20 minutes.”

Mark Samuels
O’Melveny & Meyers, Partner & Technology Chairman

“We switched from BlackBerry to GoodLink because it was a better wireless messaging system with lower total cost of ownership. It was a win-win situation. We reduced our IT department’s workload dramatically with the server-based install and our users were very happy with their new, truly wireless, cradle-free devices.”

Jules Sieburgh
Host Marriott, SVP and CTO

Good Technology, Inc.
For more information, please call 866 7 BE GOOD or e-mail sales@good.com
www.good.com

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