

# Email & Web for Smartphone

## Sales & Customer Service Quick Reference Guide

Launch: April 14, 2008



### Overview

Introducing **Email & Web for Smartphone!** An easy to use and easy to set-up email solution, Email & Web for Smartphone provides access to personal email services like Yahoo!, AOL and Windows Live, as well as unlimited data usage for Internet access on Smartphones.

### Target Segments

- People who want more time to get things done
- Customers who wish to stay in contact with friends and family
- Users who need flexibility in the way they communicate

Specific target segments:

- Primary Consumer Audience: Career-Building Young Adults (21-34)
- Secondary Consumer Audience: Multi-tasking Working Moms (35-49)
- Primary B2B Audience: Small Businesses

**NOTE:** Customers who need access to corporate email (BES, WSES, and GOOD) must use the corporate email pricing and enterprise-grade solutions that offer this capability.

### Email Providers Supported

| Branded In-boxes   |                                 |       |
|--|---------------------------------|-------|
| Push Delivery<br>(Near real time)                                    | • Windows Live (Free & Premium) | • AOL |
|  | • Yahoo! (Free & Premium)       | • AIM |
| Push Delivery<br>(Polled every 15 minutes)                           | • Verizon.net                   |       |
| Other Supported email providers - Delivery (Polled every 15 minutes) |                                 |       |
| • POP 3 email providers (Comcast, Earthlink.net, Google Gmail, etc.) |                                 |       |

### Features Supported

| Full Attachment Support*  | Calendar/Contact/Task Synchronization  |
|---|--|
| Download & Save, Attach & Send, Open & Edit**, Forward<br>(All Attachment support is device/document dependent) | Organizer for Contacts/Calendar/Tasks & more***<br>Tethered Synchronization available only |

\*Attachment size limitations: 4MB sending/receiving & 2MB to forward

\*\*Device dependent (e.g. Application such as "Documents-to-Go" required)

\*\*\*Organizes on the device, not within the Email & Web for Smartphone client

### Requirements

- The customer must be in the National (or Extended) Enhanced Services Rate & Coverage Area in order to use web and email services.

### Pricing

|                                  | Add-On Feature              |
|----------------------------------|-----------------------------|
| Monthly Access                   | \$29.99                     |
| SFO Code                         | 73715                       |
| Data Allowance for email and web | Unlimited                   |
| Voice Services                   | Per your voice calling plan |

**Detail:** If present, remove V-Block /Block TXT Messaging code from a customer's account when adding Email & Web for Smartphone.

**IMPORTANT NOTE:** Data usage for the Email & Web for Smartphone feature will appear in KB on a customer's billing statement.

**NOTE:** Standard B2B discounts are available. BroadbandAccess Connect is available for an additional \$30.00 per month (See BBAC M&P for details).

**NOTE:** Government agencies procuring off Federal Contract Vehicles are excluded from this offering.

### Positioning Message

Email & Web for Smartphone pricing maximizes your wireless experience by giving you unlimited access to the web and personal email. Now you can do all the things you *have* to do, so you can do more of the things you *want* to do.

### Benefits/Value

| Customer Profile        | Benefit   |
|-------------------------|---|
| Value-Conscious         | <b>Save Money</b> – No additional fees for email and Internet access.                                   |
| Extremely Busy/Mobile   | <b>Save time</b> – Expecting an important email? Automatically get your email delivered to your device. |
| Not Tech Friendly       | <b>Familiarity</b> – View web pages similar to the way they appear on your home computer.               |
| Multiple email Accounts | <b>Convenience</b> – Have one place to view all your email accounts with a separate inbox for each one! |

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### Device Eligibility

| XV6800  | Motorola Q9m  | SMT5800   |
|---|---|---|
|    |  |  |
| <ul style="list-style-type: none"> <li>• Access to Email &amp; Web for Smartphone is available via the “VZStart” Page.</li> <li>• At launch, only these devices will be eligible for Email &amp; Web for Smartphone pricing.</li> </ul> |   |   |

### Tier 1 Troubleshooting

1. Does the customer have an eligible Smartphone?
2. Is the correct feature/calling plan code on their MDN?
3. Is the user in National (or Extended) Enhanced Services Rate & Coverage Area?
4. Has the customer successfully set-up their email account(s) on the device?
5. Is the customer trying to set up “corporate” email or the compatible consumer email services?

### Customer Set Up Process

| Step   | Action  |
|--|---|
| <b>Step 1.</b>   | Launch device browser and click on “Email and Web for Smartphones” link on VZStart page   |
| <b>Step 2.</b>   | Read Terms and Conditions and download Mobile Email client as per your device model and follow on screen installation process   |
| <b>Step 3.</b>   | After successful installation your Smartphone will restart. Please go to Start -> Program and double click on Mobile Email icon  |
| <b>Step 4.</b>   | Start accessing your personal email accounts after entering required user credentials   |
| <b>NOTE:</b> Customers accessing a POP3/IMAP account that is NOT pre-configured may need to enter the ISP Server & Domain information, as well as enter their full email address and password. |   |

### Competitive Landscape

| Carrier                 | Handsets  |                                  | Advanced Devices  |  |
|-------------------------|---|----------------------------------|---|--|
|                         | Personal  | Corporate                        | Personal  | Corporate  |
| <b>Verizon Wireless</b> | Mobile Email: \$5<br>Usage: \$1.99/ MB                | WS: \$19.99<br>Usage: \$1.99/ MB | E&WBB/E&WS: \$29.99/ UNL w/voice<br>E&WBB ONLY: \$34.99/ UNL standalone                         | \$44.99/ UNL w/voice<br>\$49.99/ UNL data only plan or<br>\$24.99/ 10MB w/voice (Overage: \$0.005/ KB) |
| <b>AT&amp;T</b>         | \$0 access<br>Usage: \$0.01/ KB or MediaNet package   | Not Available                    | BIS/PDA: \$29.99/ UNL w/voice<br>\$34.99/ UNL data only plan or \$15/ 5MB (Overage: \$0.01/ KB) | \$44.99/ UNL w/voice<br>\$49.99/ UNL data only plan or<br>\$34.99/ 4MB1 (Overage: \$0.005/ KB)         |
| <b>Sprint</b>           | \$0 access<br>Usage: \$0.03/KB or PowerVision package |                                  | Included in corporate offer   | \$39.99/ UNL w/voice<br>\$49.99 data only plan   |
| <b>T-Mobile</b>         | \$5.99/ UNL   |                                  | BIS: \$9.99 (No Internet) or \$19.99/ UNL w/voice<br>\$39.99/ UNL data only plan                | \$29.99/ UNL w/voice<br>\$39.99/ UNL data only plan  |

### Important Reminder

Until the magalog is updated, a sales slick for Email & Web for Smartphone must be printed and given to the customer at point of sale along with the current magalog. The document can be found on InfoManager through the following link:

<http://infomanagerdoc.ddc.vzwcorp.com/Infomanager/Areas/HQ/122459.htm>

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### Side by Side Verizon Wireless Email Product Comparison

| Verizon Wireless Email Product         | ISPs    | email Alerts | Attachments | “Push” Capability | Corporate email |
|--|---------|--------------|-------------|-------------------|-----------------|
| Mobile Web Email                       | Limited |              |             |                   |                 |
| Mobile Email                           | ✓       | ✓            |             |                   |                 |
| Get It Now Wireless Sync Email         | ✓       | ✓            |             |                   | ✓               |
| Email & Web for BlackBerry             | ✓       | ✓            | ✓           | ✓                 |                 |
| Email & Web for Smartphone             | ✓       | ✓            | ✓           | ✓                 |                 |
| BlackBerry Enterprise Server (BES)     | ✓       | ✓            | ✓           | ✓                 | ✓               |
| Wireless Sync Enterprise Server (WSES) | ✓       | ✓            | ✓           | ✓                 | ✓               |
| Exchange/ActiveSync                    | ✓       | ✓            | ✓           | ✓                 | ✓               |
| GOOD                                   | ✓       | ✓            | ✓           | ✓                 | ✓               |

### Email & Web for Smartphone vs. Email & Web for BlackBerry

| Service Type                       | Need   | Email & Web for BlackBerry | Email & Web for Smartphone |
|------------------------------------|--|----------------------------|----------------------------|
| email                              | Near real time delivery of AIM, AOL, Yahoo!, Windows Live Mail   | YES                        | YES                        |
| Calendar & Contacts                | Wireless Synchronization   | NO                         | NO                         |
|                                    | Tethered Synchronization   | YES                        | YES<br>(Using ActiveSync)  |
| Internet                           | Web Browser  | YES                        | YES                        |
| Attachments <sup>†</sup>           | Provides the ability to save, attach and forward email attachments. For supported file types on a given device viewing is supported and editing may be supported using an application like “Documents to Go” <sup>††</sup> | YES                        | YES                        |
| 3 <sup>rd</sup> Party Applications | Access to Handango to download Ringtones, Messaging Tools, Productivity Tools, or Industry-specific applications   | YES                        | YES                        |

<sup>†</sup>All Attachment support is device/document dependent. Attachment size limitations: 4MB sending/receiving & 2MB to forward

<sup>††</sup>[http://vzweb.vzwcorp.com/infomanager\\_redir.asp](http://vzweb.vzwcorp.com/infomanager_redir.asp) OR in InfoManager > Equipment>Equipment Guide> Data Devices > Select Device Model