



**THE CHALLENGE:** Enterprise data is moving to the smartphone and tablet, making mobility a risky blind spot for most organizations.

**Multi-platform:** There is no industry standard for mobile operating systems. A one- platform strategy cannot keep pace with mobile innovation and end-user demand.

**High Cost:** Mobile expenses explode as end users demand smart devices. Getting costs under control requires user accountability and real-time visibility into usage spikes and service quality.

**Mobile Apps:** Users demand mobile apps. Companies need to be able to get internal and approved third-party apps to employees, and keep rogue apps out.

**User-driven:** Employee-owned devices connect to the enterprise. Company and personal data get mixed. Enterprise data boundaries must be enforced to balance security and privacy.

Are you dealing with:

Multiple platforms, including iOS and Android

High mobile support costs

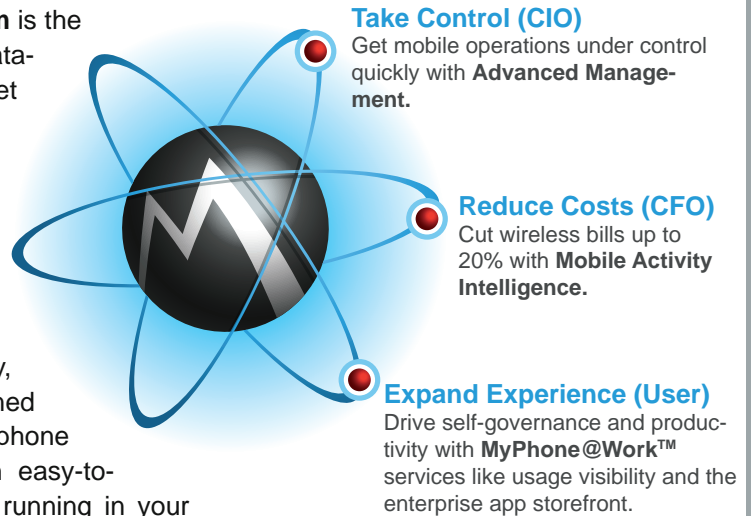
Kicking off a mobile apps strategy

Mobile security issues

Large international roaming bills

Unsecured employee-owned phones and tablets

**THE SOLUTION:** The **MobileIron Virtual Smartphone Platform** is the first solution to combine data-driven smartphone and tablet management with real-time wireless cost control. It provides visibility into what's on a smart device and how it's being used, letting both IT and users better secure data and control costs without compromising privacy, even on employee-owned devices. The Virtual Smartphone Platform is packaged as an easy-to-install server that is up and running in your corporate network in less than a day.



**THE APPROACH:** Phones have become computers and require a fundamentally new, data-driven approach to security, cost, and quality management. MobileIron's patent-pending smartphone data virtualization technology creates a central view of mobile content, activity, and applications in the data center to give IT and end-users real-time intelligence and control across the enterprise.



MobileIron Virtual Smartphone Platform

## Recent Recognition

**IDC:** "New Paradigm for Mobile Device Management"

**Gartner:** "Cool Vendors in Enterprise Networking, 2010"

# MobileIron Virtual Smartphone Platform



## Analyst Perspective

"[MobileIron] was built from the ground up with the dynamics of today's mobility market in mind and therefore does not have legacy issues that others face in terms of re-architecting their solutions."  
*IDC (Jul 2010)*

"Enterprises with mobile applications and data deployments, planned or implemented, enterprises that are struggling with device and OS proliferation and enterprises that are attempting to provide access to applications and data on employee-owned devices should consider MobileIron."  
*Gartner, Inc. (Apr 2010)*

"...smartphone management solutions – particularly those that have evolved to be device-agnostic – will become must-have solutions for most businesses worldwide."  
*Forrester Research (Aug 2010)*



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## PLATFORM COMPONENTS

### Advanced Management: Get multi-OS mobile operations under control.

#### Multi-OS Device Management

- Central web-based console across operating systems
- Inventory and asset management
- Device configuration
- Encryption policy (phone, SD)
- Lockdown security (camera, SD, Bluetooth, WiFi)
- Password enforcement
- Remote lock and wipe
- File distribution
- End-user self-service

#### Enterprise Data Boundary

- Selective wipe
- Privacy policy

#### App Management

- Inventory
- Secure publishing and delivery
- Rogue app protection

#### Access Control (Sentry)

- ActiveSync connection activity and device visibility
- Blocking of email access

#### Advanced Security

- Certificate distribution
- Posture detection

#### Remote Control

- Real-time, permission-based

#### Lost Phone Recovery

- Locate and map
- Restore and migrate

#### Administration

- Over-the-air provisioning
- Role-based access
- Group-based actions
- Broadcast SMS, APNs
- Persistent logs and audit trails

#### Enterprise Integration

- Web Services API
- BES & ActiveSync Integration
- Directory Services AD/LDAP
- Certificate Authority

### Mobile Activity Intelligence: Cut wireless bills up to 20% using real-time activity and operator service quality data.

#### Visibility and Reporting

- Across voice / SMS / data
- Across phone OS
- Across operators
- Across employee-billed & company-billed phones
- Across locations

#### Real-time Roaming Control

- Alert when roaming starts
- Alert when usage level hit
- User and country analysis

#### Exception and Abuse Control

- Inactive phones
- Activity spikes
- Toll calls
- Overages

#### Service Quality Monitoring

- Dropped calls
- Signal strength
- 3G availability

#### Event Center

- Activity thresholds
- Security indicators
- Alert triggers

#### Billing Plan Integration

- Allowances and eligibility

### MyPhone@Work™: Drive self-governance and end-user productivity.

#### Communications

- History & threads
- Contact & SMS search
- Privacy control

#### Usage Visibility

- Voice, SMS, data
- Spikes & roaming
- Dropped calls

#### App Discovery

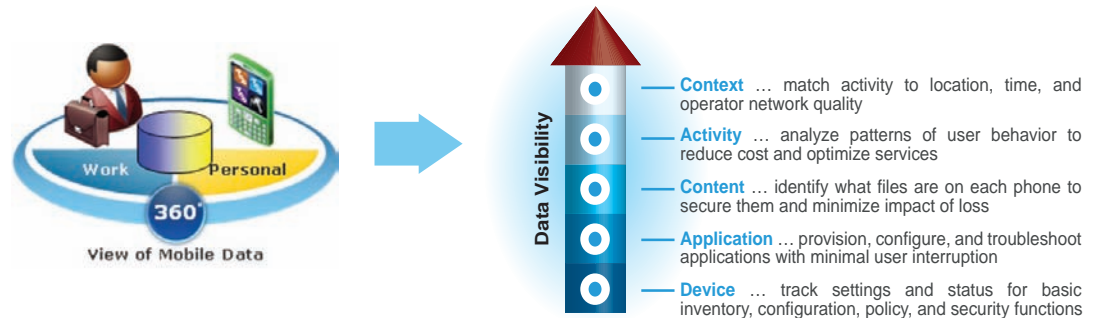
- Published apps (internal & external)
- Self-provisioning

#### Self-service

- Phone registration
- Locate / map
- Lock / wipe
- Storage level

Note: Some functions may not be available across all devices due to phone technical limitations.

## DATA VISIBILITY WITH ENTERPRISE BOUNDARIES



## PLATFORM SUPPORT

	Android	BlackBerry	iOS	SYMBIAN	webOS	Windows Phone <sup>3</sup>
Advanced Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <sup>2</sup>	<input type="checkbox"/>
Mobile Activity Intelligence	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/>	<input type="checkbox"/> <sup>1</sup>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MyPhone@Work™	<input type="checkbox"/> <sup>4</sup>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(1) International roaming only (2) Through ActiveSync (3) Full support for 5.0, 6.1, 6.5. ActiveSync support for 7 Series (4) Currently supports only self-service register, lock, wipe, locate