

# The Platform for Mobile IT



## Challenge

Enable app and BYOD initiatives  
Protect corporate data and personal privacy  
Support multi-OS today and tomorrow  
Scale to company-wide global deployments

## Solution

MobileIron products and services

## Benefits

- Purpose-built for multi-OS and Mobile IT
- Complete app management – secure delivery, data containerization, tunneling
- App download without network latency
- Data loss prevention (DLP) for native email
- Privacy protection and data separation
- Identity-based security through certificates
- Multi-user configuration for shared devices
- Closed-loop automation for compliance
- SharePoint access and document security
- Cost control thru monitoring of int'l roaming
- Enterprise integration thru extensible APIs
- Single-system scale of 100,000 devices
- Multi-tier management for delegation
- Best-in-class for cloud and on-premise

## Recent Recognition

Gartner: MobileIron positioned in the Leaders Quadrant of the Magic Quadrant for Mobile Device Management Software (May 2012)

Info-Tech: MobileIron listed as a Champion in the Mobile Device Management Suites Vendor Landscape (Aug 2012)

IDC: MobileIron #1 in market share and growth among pure-play mobile enterprise management ISVs (Sept 2012)

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The largest companies in the world trust MobileIron as their foundation for Mobile IT. Available as a highly-scalable on-premise or cloud solution, MobileIron was purpose-built to secure and manage mobile apps, docs, and devices.

Mobile is how people work in the post-PC era, but mobile introduces risk, cost, and usability challenges that traditional IT strategies cannot address. MobileIron enables people to get their work done by:

- Protecting data
- Mobilizing apps and docs
- Preserving user experience and privacy
- Supporting a constantly shifting mobile OS and device landscape
- Deploying at massive scale to end users across a global organization

This is **Mobile IT**, which expands the definitions of both mobile device management (MDM) and mobile app management (MAM). Mobile IT requires new strategies, skills, and platforms because it is user-led, cross-functional, and operates at consumer speed. MobileIron's mission is to provide the most trusted on-premise and cloud platform for Mobile IT, dedicated to innovation and customer success.

The MobileIron architecture has three main components:

1. **End-user services** to secure and manage email, apps, docs, and web. These services are directly accessed by end users from their devices. MobileIron provides delivery, configuration, and data-at-rest protection.
2. **Intelligent gateway** to secure and manage access to the enterprise. This gateway securely tunnels traffic from the end-user services to back-end enterprise resources like Exchange, app and web servers, and SharePoint. This gateway is called *MobileIron Sentry* and it protects data-in-motion.
3. **Policy and configuration engine** to ensure mobile apps, docs, and devices can be managed end-to-end at global scale. The engine is called the *MobileIron VSP* for on-premise deployments and the *MobileIron Connected Cloud* for cloud deployments.

This datasheet covers the MobileIron architecture's strengths in app management, security, and enterprise integration. (Not all features are available for all operating systems; please refer to specific product and OS datasheets for details.)

## Complete App Management

MobileIron provides management across the app lifecycle:

- Secure delivery of apps through the *Apps@Work* private app storefront
- Selective wipe of apps data on the device
- Blacklist/whitelist of apps to protect against inappropriate access or use

- Scalable app downloads through the *App Delivery Network* (AppDN)
- Containerization and dynamic policy through *AppConnect\**
- Secure tunneling through *AppTunnel\**

### Complete Security

MobileIron provides security across the data lifecycle while preserving privacy:

- Data loss prevention for email through *Sentry* and *Docs@Work*
- Two-phase authentication and access control for email through *Sentry*
- Selective wipe for business data with privacy protection for personal data
- End-to-end certificate management from enrollment through renewal
- Secure sign-in and personalized configuration for multi-user shared devices
- Risk-based monitoring of OS integrity and other device posture parameters
- Closed-loop automation with triggered remediation actions for compliance
- Secure access to SharePoint through *Docs@Work*
- Enforcement of password, encryption, security policies, and configurations
- Audited SOC 2 operational security for *Connected Cloud* service

### Complete Integration

MobileIron provides deep integration with existing IT infrastructure:

- Central console for old (BlackBerry) and new (Android, iOS, WP) mobile OS
- Tight integration with AD/LDAP groups, OUs, and attributes
- Monitoring of international roaming for telecom expense management
- Enrollment in certificate authorities from Entrust, Microsoft, and Verisign
- Workflow integration through rich web services *API* and *Assemble* toolkit
- Scalable self-service enrollment through *BYOD Portal*

### About MobileIron

The leader in Mobile IT, MobileIron has been chosen by thousands of organizations that are transforming their businesses through enterprise mobility. Available as an on-premise or a cloud solution, MobileIron was purpose-built to secure and manage mobile apps, docs, and devices for global organizations. MobileIron was the first to deliver key innovations such as multi-OS mobile device management (MDM), mobile application management (MAM), and BYOD privacy controls.

MobileIron secures and manages  
apps, docs, and devices  
for global organizations.



### Customer Perspective

Apps: "MobileIron has been a very strategic platform for us to support and manage our mobile devices and apps."  
*Life Technologies (Life Sciences)*

BYOD: "MobileIron provides exactly the framework we needed to let our people use the device of their choice."  
*Thames River Capital (Financial Services)*

Innovation: "MobileIron is helping us become a technology innovator."  
*Norton Rose (Legal)*

Multi-OS: "We needed a truly multi-OS solution. MobileIron was without doubt the most comprehensive."  
*Colt Car Co. / Mitsubishi (Automotive)*

Scale: "[MobileIron] did a great job not only helping us getting the product scaled, but also fixing any kind of issues."  
*Lexington School District (Education)*

Security: "In our sector, the right mobile security solution is not a nice to have, it's mandatory."  
*National Health Service (Healthcare)*

Support: "In this day and age of bad customer service, my experience with MobileIron has been consistently great."  
*City of North Vancouver (Government)*

User experience: "MobileIron's strength is its ease of use for iPad owners."  
*KLA-Tencor (Technology)*

\*Planned for an upcoming release

Gartner, Inc., Magic Quadrant for Mobile Device Management Software, Phillip Redman, John Girard, Monica Basso, May 17, 2012. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Info-Tech Research Group, Inc., Vendor Landscape: Mobile Device Management Suites, August 2012. Info-Tech Research Group Vendor Landscape reports recognize outstanding vendors in the technology marketplace. Assessing vendors by the strength of their offering and their strategy for the enterprise, Info-Tech Research Group Vendor Landscapes pay tribute to the contribution of exceptional vendors in a particular category.

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