

MobileIron Value Proposition

Cutting through the Noise

Enterprise mobility is a young but exceptionally fast-growing industry. As a result, many vendors claim to provide security and management solutions, and it becomes very difficult for IT to separate fact from fiction.

This document answers the questions a potential customer might ask about the MobileIron value proposition:

- What does MobileIron do?
- Why does MobileIron matter?
- Why do I need MobileIron today?
- What does MobileIron build?
- What is MobileIron's advantage?
- What does the industry say?

Contact

MobileIron
415 East Middlefield Road
Mountain View, CA 94043 USA
Tel. +1.650.919.8100
Fax +1.650.919.8006
info@mobileiron.com
www.mobileiron.com



What does MobileIron do?

MobileIron secures and manages mobile apps, documents, and devices for global organizations. MobileIron is available as a highly scalable on-premise or cloud solution.

Why does MobileIron matter?

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:

- Preventing data loss
- Mobilizing apps and documents
- Preserving user experience and privacy
- Supporting a constantly evolving mobile OS and device landscape
- Deploying at massive scale to end users across global organizations

This is **Mobile IT**, which extends far beyond traditional 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.

Why do I need MobileIron today?

Because business is going mobile **now!** Waiting is not an option. Mobile IT needs the tools to be an agent of change, not an inhibitor of progress. Without MobileIron:

- Mobile data would be lost.
- Mobile apps and documents would be too difficult to deploy at scale.
- BYOD programs would be both a security and a privacy risk, and end users would be trapped in unsatisfying experiences like Good mobile email.
- IT would not be able to keep up with mobile innovations, and the line-of-business would create "shadow IT" initiatives as a bypass mechanism.
- Mobile deployments would either stay small and non-strategic or see costs explode unexpectedly upon expansion.

What does MobileIron build?

The MobileIron solution has three main components:

1. **End-user services** to help employees get their work done – email, apps, docs, web. These services are directly accessed by end users from their devices. MobileIron provides delivery, configuration, and data-at-rest protection for these services. *MobileIron Apps@Work* and *Docs@Work* are current examples.

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 for email today and for apps, docs, and web in future releases.
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.

What is MobileIron's advantage?

MobileIron has unique advantages over other Mobile IT solutions:

- **Purpose-built for multi-OS and Mobile IT:** Other vendors are backing in from legacy businesses, but MobileIron built its platform from scratch with the right long-term architecture.
- **Best at apps:** No one else has an architecture than can support an end-to-end mobile apps platform for secure and fast delivery (*Apps@Work* and *App Delivery Network*), data-at-rest security (*AppConnect*), and data-in-motion security (*AppTunnel*).
- **Best at security:** No one else can stop iOS email attachments from being lost to Dropbox. No one else offers integrated security across email DLP, certificate-based identity, app and doc containerization, BYOD privacy protection, and automated closed-loop compliance.
- **Architected for scale:** No one else has single-system scale of 100,000 devices.
- **Most trusted cloud:** No one else offers a SOC 2 audit and operational transparency <http://www.mobileiron.com/trust> .
- **Deepest investment in customer success:** No one else has 97%+ support satisfaction, rich educational services (MobileIron University), best practice toolkits (BYOD, Apps, Android, Deployment), and deep support staff experience.

What does the industry say?

- **Gartner:** Leaders Quadrant of 2012 MDM Magic Quadrant (May 2012)
- **Info-Tech:** Champion in 2012 MDM Vendor Landscape (Aug 2012)
- **IDC:** #1 in market share and growth for Mobile Enterprise Management specialists (Sept 2012)
- **BusinessWeek:** One of five hottest enterprise startups (Sept 2012)
- **Customers willing to buy:** 3000 customers in 24 months, with 97% customer support satisfaction
- **Customers willing to talk:** 60+ customers in print – more than any other vendor



Please refer to MobileIron product datasheets for exact availability of services. The roadmap information in this white paper is intended to outline MobileIron's general product direction and should not be relied on when making a purchasing decision.

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.

©2009-2012 MobileIron. All rights reserved. MobileIron, MyPhone@Work and Connected Cloud are registered trademarks of MobileIron. All other product or company names may be trademarks and/or registered trademarks of their respective owners. While every effort is made to ensure the information given is accurate, MobileIron does not accept liability for any errors or mistakes which may arise. Specifications and other information in this document may be subject to change without notice.