



Are you dealing with:

- Too many platforms, including iPhone
- High smartphone support costs
- Data compliance issues with lost phones
- Large international roaming bills
- Unsecured employee-owned phones
- Difficult-to-configure mobile applications
- Unencrypted SD cards
- e-Discovery for SMS

Enterprise data is moving to the smartphone. Device management alone is no longer enough. Companies now need to know what data is on their phones and how those phones are being used.

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

<p><b>High Cost:</b> Mobile expenses explode as end users demand smartphones. Getting costs under control requires user accountability and real-time visibility into usage spikes and service quality.</p>	<p><b>Poor Visibility:</b> Companies don't know what's on their smartphones or how they are being used. Massive aggregate storage on such easily lost units becomes a security and compliance risk.</p>	<p><b>Consumer-driven:</b> Employee-owned phones connect to the enterprise. Company and personal data get mixed. Enterprise data boundaries must be enforced to balance security and privacy.</p>	<p><b>Multi-platform:</b> There is no industry standard for smartphone operating systems. A one-platform strategy cannot keep pace with smartphone innovation and end-user demand.</p>
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**THE SOLUTION:** The **MobileIron Virtual Smartphone Platform** is the first solution to combine data-driven smartphone management with real-time wireless cost control. It provides visibility into what's on a smartphone and how it's being used, letting both IT and end-users better secure data and control costs without compromising privacy, even on employee-owned phones. The Virtual Smartphone Platform is an easy-to-install appliance that plugs into your corporate network and is up and running in less than an hour.



**THE APPROACH:** Phones have become computers and require a fundamentally new, data-driven approach to security and cost control. MobileIron's patent-pending smartphone data virtualization technology creates a central view of smartphone content, activity, and applications in the data center to give IT and end-users insight into usage, and control over security and cost.



MobileIron Virtual Smartphone Platform

# MobileIron Virtual Smartphone Platform



## PLATFORM COMPONENTS

**IT Control Center:** Get multi-OS smartphone operations under control.

### Multi-OS Asset Management

- Dashboard-driven web UI
- Inventory
- Operational status
- System details

### Security

- Phone encryption
- Full SD card encryption
- Password enforcement
- Battery-free anti-virus
- SD usage monitor
- Lockdown (camera, SD card, Bluetooth, WiFi)

### Lost Phone Security

- Locate
- Lock
- Full and selective wipe
- Content recovery / restore

### Remote Control

- Real-time
- Permission-based

### Privacy Policy

- For activity
- For content type
- For location

### App Store & Content Mgmt

- App store catalog and inventory
- App install/uninstall
- App blacklist
- Cert and content distribution

### SMS Archiving

- Message history

### Administration

- Over-the-air provisioning
- Role-based access
- Group-based actions
- Persistent logs & audit trails

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

### Real-time Roaming Control

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

### Activity Pattern Analysis

- On-campus
- Mobile-to-mobile
- Carrier-to-carrier
- In- vs out-of-network
- Country-to-country

### Exception and Abuse Control

- Inactive phones
- Activity spikes by users
- Excessive toll calls
- Excessive SMS

### Full Visibility

- Across platforms
- Across carriers
- Across employee-billed & company-billed phones

### Service Quality Monitoring

- Dropped calls
- Signal strength
- 3G availability
- By user and location

**MyPhone@Work:** Drive user adoption and productivity through phone choice and services like the enterprise app store.

### Self-service

- New phone registration
- Lost phone locate
- Lock
- Wipe

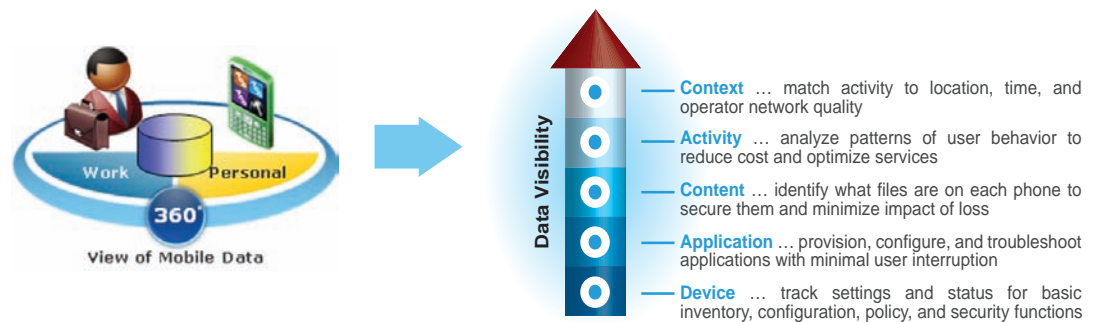
### Personal Mobile Activity Intelligence

- Call activity
- SMS activity
- Carrier quality

... much more to come

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

## DATA VISIBILITY WITH ENTERPRISE BOUNDARIES



## PLATFORM SUPPORT

	Windows Mobile	BlackBerry	iPhone	SYMBIAN	ANDROID
IT Control Center	<input type="checkbox"/>	<input type="checkbox"/> Paired w/BES	<input type="checkbox"/>	<input type="checkbox"/> COMING SOON	<input type="checkbox"/>
Mobile Activity Intelligence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MyPhone@Work™	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Multi-OS

"Changes in the workforce drive higher mobility expectations and greater diversity."

April 27, 2009 - Forrester Research, Inc.

### Wireless Spend

"Through 2014, enterprises will overspend by up to 15% on their wireless service costs."

February 24, 2009 - Gartner, Inc.

### Employee Choice

"... the phenomenon of knowledge workers using personal gear is growing."

January 7, 2009 - Gartner, Inc.



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