



Are you dealing with:

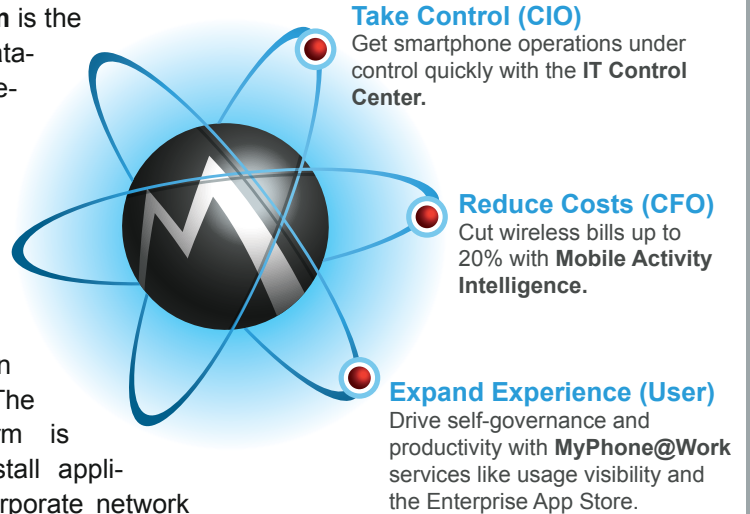
- Too many platforms, including iPhone
- High smartphone support costs
- Data compliance issues with lost phones
- Large international roaming bills
- Unsecured employee-owned phones
- Difficult-to-configure mobile applications
- Unencrypted SD cards
- e-Discovery for SMS

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

| | | | |
|--|--|---|---|
| <p>Multi-platform: There is no industry standard for smartphone operating systems. A one-platform strategy cannot keep pace with smartphone innovation and end-user demand.</p> | <p>High Cost: 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>Poor Visibility: 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>Consumer-driven: 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> |
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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 users better secure data and control costs without compromising privacy, even on employee-owned phones. The Virtual Smartphone Platform is packaged as 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, cost, and quality management. 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 real-time intelligence and control across the enterprise.



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

Lost Phone Recovery

- Locate
- Lock / wipe
- Backup / restore / migrate

Application & Content Mgmt

- App catalog and inventory
- App distribution / blacklist
- App configuration
- Content distribution

Security

- ActiveSync Sentry
- Phone and full SD encryption
- Password enforcement
- Virus scanning
- SD usage monitor
- Cert distribution
- Lockdown (camera, SD card, Bluetooth, WiFi)

Remote Access

- Real-time
- Permission-based

SMS Archiving

- Message history

Enterprise Data Boundary

- Selective wipe
- Privacy policy (activity, content, location)

Administration

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

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

Real-time Roaming Control

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

Service Quality Monitoring

- Dropped calls
- Signal strength
- 3G availability

Activity Analysis

- Homezone
- Mobile-to-mobile
- Operator-to-operator
- Country-to-country

Exception and Abuse Control

- Inactive phones
- Activity spikes
- Toll calls
- Overages

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

Enterprise App Store

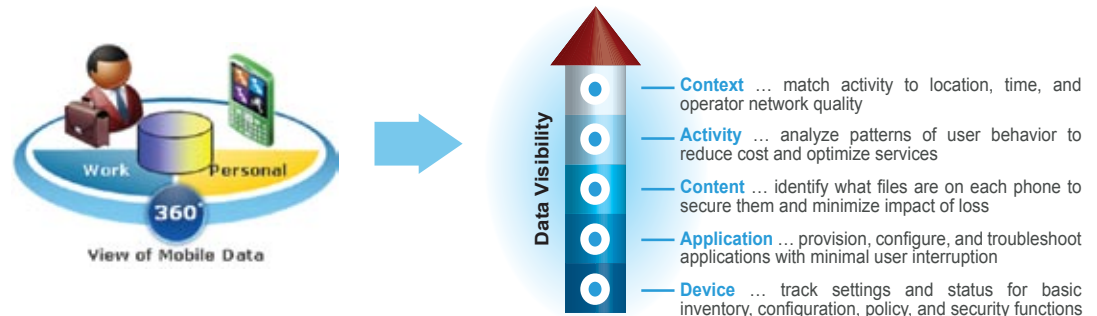
- Published apps (internal & external)
- Self-provisioning

Self-service

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

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

DATA VISIBILITY WITH ENTERPRISE BOUNDARIES



PLATFORM SUPPORT

| | BlackBerry | Windows Mobile | iPhone ¹ | SYMBIAN | palm webOS ² | ANDROID COMING SOON |
|------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| IT Control Center | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mobile Activity Intelligence | <input type="checkbox"/> | <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"/> | <input type="checkbox"/> |

(1) Adherent to Apple iPhone SDK (2) Asset management and ActiveSync-enabled security

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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