The Platform for Mobile IT

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

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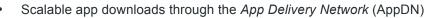
IDC: MobileIron #1 in market share and growth among pure-play mobile enterprise management ISVs (Sept 2012)

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- 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)