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Samsung KNOX Launch Q&A

Today at Mobile World Congress (MWC) in Barcelona, Spain Samsung is announcing Samsung KNOX. MobileIron is a Samsung KNOX launch partner and is demonstrating KNOX support in the Samsung booth along with several other App and MDM partners.

What is Samsung KNOX?

Samsung KNOX creates a distinct work persona that is entirely separate from a user's personal content and apps. Users can switch easily between environments, increasing their productivity and efficiency. KNOX keeps personal data private because it is entirely separate from the work environment. As a result, there is no risk of the user losing personal data or the corporation losing business data. MobileIron and Samsung deliver this experience through the FIPS-certified, KNOX containerized environment from Samsung and end-to-end management of enterprise apps and documents by MobileIron.

What did Bob Tinker, MobileIron CEO, say about Samsung KNOX in the MI launch press release?

"Samsung KNOX is a major step forward in establishing Android as a core computing platform for business, and we are pleased to be part of the KNOX ecosystem," said Bob Tinker, CEO, MobileIron. "What distinguishes KNOX is Samsung's commitment to meeting and exceeding the security needs of the most exacting enterprise and government organizations. Our customers are very excited to trial and deploy KNOX."

What is MobileIron showing at MWC this week?

MobileIron is doing a live demonstration of managing devices and Apps that are Samsung KNOX capable with a preview version of the MobileIron VSP v5.6 (aka Cambridge) and the Mobile@Work Android client. The demonstration is running on Samsung Galaxy SIII hardware with KNOX specific firmware and shows management of the KNOX container and KNOX "enabled" versions of the Box and Dropbox Apps.

When will official KNOX support from MobileIron be available?

MobileIron support for Samsung KNOX enabled devices will be available with MobileIron VSP v5.6 (aka Cambridge), which is planned for release in March. If you have a customer who is interested in participating in the KNOX beta program please email samsung@mobileiron.com.

What devices will support KNOX and when will they be available?

What devices and when they will be in specific markets with KNOX capabilities is still being determined. This Q&A will be updated when that information becomes available from Samsung.

How will a customer buy Samsung KNOX when it is available? What will it cost?

Samsung KNOX will be part of MobileIron's pricelist and sold through MobileIron's global partners. Details on the pricing are still being finalized.

What is the difference between Samsung SAFE and KNOX?

Samsung SAFE (Samsung for Enterprise) is the overall "enterprise ready" brand. Samsung KNOX is a product that falls under the Samsung SAFE brand.

What does Samsung KNOX rely on MDM and MAM for?

Samsung KNOX provides a secure Android container and security services like App VPN and App SSO (Single Sign On). An enterprise deploying KNOX will use MobileIron for:

- KNOX container and service configuration (i.e. set container password rules, tunnel configuration...)
- App Distribution to both the personal and business (KNOX container) areas of the device
- Device configuration and management (i.e. configure wifi, Exchange, certificates, Lock down features....)

How do Apps get distributed to the KNOX secure container?

Both public and custom Apps are deployed to the KNOX container through the MobileIron VSP console. Administrators can upload the Apps to their MobileIron appliance or cloud instance and then have the Apps silently installed into the KNOX secure container on either a group or all of their KNOX enabled devices.

Do the Apps need to be modified or wrapped to work in the KNOX container?

Apps do not need to be modified but they do need to be wrapped for deployment to the KNOX container. Enterprises will wrap their Apps through a hosted Samsung service.

Many public App vendors will start providing a version of their App that is Samsung KNOX enabled. In addition, KNOX provides advanced security services such as SSO which App vendors may modify their Apps to leverage.

Samsung KNOX sounds similar to MobileIron AppConnect?

Samsung KNOX and MobileIron AppConnect have very similar design goals: provide the security and App management capabilities that many enterprises require to adopt the latest mobile Apps and devices at scale. Having Samsung make such a large investment in Enterprise mobility is great for the industry.

Samsung KNOX will be available on a select set of Samsung devices. If a project is all Samsung KNOX enabled devices it will be a great security solution that MobileIron can manage. KNOX will also appeal to organizations with very strict security and regulatory requirements because of platform level security capabilities such as secure boot and OS integrity checking.

MobileIron AppConnect is designed to run on a range of Android versions across multiple device manufactures (including Samsung) as well as Apple iOS devices.



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



Does Samsung KNOX protect Email and attachments like Docs@Work?

The KNOX container does protect Email and attachments; this is similar to email protection with Docs@Work. KNOX does not have a SharePoint browser as a standard KNOX app, but one could be wrapped and placed in the container.

Does KNOX provide a browser solution similar to Web@Work?

Both KNOX and Web@Work provide a containerized browser that can be tunneled. Web@Work will have additional functionality such as per URL tunneling and URL whitelisting.

	MobileIron AppConnect	Samsung KNOX
Platforms Supported	All Android & iOS	Samsung Flagship Devices with KNOX
Availability	Now	2013 Q2
User Experience	Integrated	Dual Persona
App Configure	✓ iOS / Android 2013 Q1	Roadmap
App Authorization	✓ iOS / Android 2013 Q1	✓
User Authentication	✓	✓
Protect App Data Export	✓	✓
Encrypt App Data	✓	✓
AppTunnel	✓ iOS / Android 2013 Q1	✓
Wipe App data	✓	✓
SSO	✓	✓
Secure Copy / Paste	✓ iOS / Roadmap	✓
Secure Open In	✓	✓



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 Mountain View, CA 94043 USA
 Tel. +1.650.919.8100
 Fax +1.650.919.8006
 info@mobileiron.com

