MobileIron® for Windows Phone 8

Challenge

Provide enterprise support for the new generation of Windows mobility

Solution

MobileIron for Windows Phone 8

Benefits

- Deploy apps
- Enforce security policies
- Remotely configure and manage
- Support BYOD with selective wipe

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 named fastest-growing mobile enterprise management vendor in the world (Sept 2012)

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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, documents, and devices. MobileIron was the first to deliver key innovations such as multi-OS mobile device management (MDM), mobile application management (MAM), and BYOD privacy.

The newest platform for enterprise mobility is Windows Phone 8 from Microsoft and device manufacturers like Nokia, HTC, and Samsung. The Windows Phone platform is attractive to IT organizations for several reasons:

- Ability to easily repurpose existing Windows developers to build mobile apps
- Availability of Microsoft productivity tools like Office, SharePoint, and Lync
- Existing enterprise relationships with Microsoft
- Consistent operating system across the Windows Phone ecosystem

MobileIron has worked closely with Microsoft and several device manufacturers to provide the security and management capabilities required for organizations to add Windows Phone 8 to their approved device lists.

Security

MobileIron provides enterprise security for Windows Phone 8:

- Selective wipe to remove enterprise data and settings
- Enrollment and inventory management
- Creation and push of corporate security policies
- Access control for corporate email
- Management of external data stores (SD card lock)
- Password enforcement to protect device from unauthorized access
- Remote lock and wipe to protect data-at-rest on lost or stolen devices
- User authentication through AD/LDAP corporate directory credentials

Certificates will become an increasingly important part of the Mobile IT security model. MobileIron integrates with an enterprise's existing Certificate Authority (CA) but also provides an on-board CA for organizations that do not have their own or cannot easily access it. Certificate provisioning and usage is transparent to end users, so native experience is preserved while security is strengthened. Today, Windows Phone 8 certificate capabilities are limited to provisioning root certificates, with expansion expected in the future.

App Management

One of the most attractive aspects of the Windows Phone 8 platform is the ability to leverage established Windows application development skills to build new mobile

apps. Many large organizations have built up substantial Windows development teams over the last twenty years and would like to use those teams to accelerate their mobile apps initiatives.

MobileIron has the richest app management platform in the industry. For Windows Phone 8, the MobileIron Apps@Work enterprise app storefront will provide the ability to distribute internal apps to end users.

Enterprise Reporting

Business customers need access to information in order to make informed decisions. MobileIron provides reporting that includes items like: OS version, unique device ID, installed enterprise applications, configured policy values, device hardware information, and more.

Windows 8 RT

Windows 8 RT is Microsoft's new ARM-based platform for tablets. It is designed to run Modern (Microsoft's new user interface) applications only. MobileIron will initially support Windows 8 RT through traditional ActiveSync management policies, which will be a subset of the capabilities of MobileIron for Windows Phone 8.

About MobileIron

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, documents, and devices for global companies. MobileIron has been chosen by 7 of the 10 top global pharmaceutical companies, 4 of the 5 top global automotive manufacturers, 3 of the top 5 global retailers, and half of the 10 top global law firms.

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)

MobileIron for Windows Phone 8
provides enterprise-grade security and app management
for the new generation of Windows mobility.