



## Wide range of mobile devices, one self service portal

Everyone has their personal favourite – ask people which smartphone or PDA they prefer and you'll find everyone has their favourite model, meaning you have a whole range of devices with different operating systems and different applications to contend with. After all, today's user has come to expect freedom of choice. But how can you stay on top of this vast range of different mobile devices? Is device management taking up too much precious time for both manager and user? Are your costs spiralling out of control? And just how secure is your company data if a device gets lost or stolen?

MobiDM offers safe and simple enterprise managed mobility in the cloud – Enterprise managed mobility by MobiDM provides a Software as a Service (SaaS) solution which makes smartphone and PDA management easy. All your mobile devices can be installed, managed and secured from a central self service portal, regardless of the type of device, network or operating system, leaving users free to go about their business with no loss of productivity. Using MobiDM secures your company data from unauthorised use and the fixed monthly fee per device means you stay on top of costs.

## Enterprise Managed Mobility Innovative, easy, secure

### Simply managed from an online self service portal

MobiDM's single portal provides support throughout the entire lifecycle of the device, enabling you to maintain control over all your mobile assets from day one, including all configuration and upgrades, right through to disabling the device if lost or stolen. A full overview of all your mobile devices and their status is available at a glance.

MobiDM is suitable for most mobile devices and current operating systems. This means your users can continue to use their favourite models, and the introduction of new models is no longer cause for concern.

### Simple and secure

MobiDM allows you to set the security of the device to the level of your choice, simply and easily. The security capabilities are comparable to what you are already familiar with in your local infrastructure, such as data encryption and access management. If the device should fall into the wrong hands, you can easily disable it or control it remotely. In addition, the choice of desired settings for back up and recovery - as well as secure applications - is entirely up to you. MobiDM employs a range of tools for protecting the data on each device.

Want to know more about MobiDM?  
Visit [www.mobidm.com](http://www.mobidm.com) and get in touch with us.

**MobiDM.com**  
empowering the mobile workspace

### Easy, unwired and cost effective

MobiDM is Software as a Service (SaaS). That means you pay a set amount per device per month with no extra investment costs, thereby keeping your device management costs low. Moreover, all the management options work remotely (over-the-air), so users do not have to plug the device into a computer or to take it to the office for every upgrade or back up. The device is up and running in no time at all, whether it's an existing device being reintroduced after a recovery or a totally new one being introduced. Using MobiDM results in low total cost of ownership and a quick return on investment.

### Innovation on Top of Proven Technology

The MobiDM self service portal has been developed on top of intelligent middle ware, engineered by Afaria® of Sybase SAP. MobiDM took this advanced technology and added simplified management as well as standardised user settings, making it easy to use without the need for specialised training. Most types of mobile devices can now be managed with minimum effort. No wonder MobiDM won the Sybase Innovator Award and the Sybase European Innovation Award.

engined by  
**SYBASE**<sup>®</sup>  
An **SAP** Company

[www.mobidm.com](http://www.mobidm.com)

### MobiDM Enterprise Managed Mobility Technical specifications in brief

#### Management

- Over-the-air transmission of installation and configuration
- Over-the-air transmission of apps, files and upgrades
- Group management
- Wireless back-up and recovery
- Optional integration with existing infrastructure
- Ability to block applications (Black and whitelisting)
- Fixed-cost SaaS solution
- Integrable with open webservices/SOAP
- Visualizing use of voice, data & SMS
- Location Based Service (LBS) integration
- Enterprise App store

#### Security

- Preconfigured profile (from weak to strong)
- Strong Authentication (PKI)
- VPN (SSL)
- Encryption of e-mail, PIM data, attachments and SD card
- Remote wipe and Device Lock Down

#### Network support

- LAN: Wifi
- WAN: GPRS, UMTS, HSDPA, Edge

#### Operating systems

- iPhone, iPad, Android\*, Windows Mobile, Symbian, Blackberry\*

\* Available Q2/Q3 2011

Your business partner: