

(EXCERPTED)

NEWSANALYSIS

Wireless companies worth watching

Mobile vendors are targeting enterprise users with some unique offerings

BY JOHN COX

We took a look at wireless and mobile companies whose product innovation and ambition reflect the mobile industry ferment, which is being expressed in all kinds of products from IT management services to unique Apple iPhone applications. These companies are trying to enable better mobile e-commerce and empower business class mobile users.

MobileIron

Founded: July 2007, declouded and announced product August 2009

What it offers: With the MobileIron Virtual Smartphone Platform, agent code on the enterprise smartphone talks to the server, which creates and stores a phone clone: a mirror image of the device's content, activities and applications, such as locally stored files and dropped voice

calls. Via the clone, the IT department has complete visibility into the mobile device and its data, analogous to the visibility into a desktop computer on the corporate LAN. There are two service packs: IT management services, dealing with device and application management, and mobile activity intelligence, a kind of data mining and analysis for improving service quality and cost management.

Why it's worth watching: Because enterprise smartphones are worth watching, and watching over. Megabytes of corporate data are in handsets and SD cards, with no central understanding or control of what's out there. Through a set of detailed reports, IT departments can identify cost controls, optimize service quality for users and control application downloads.

How the company got its start: Founders Ajay Mishra (a co-founder of wireless LAN vendor Airespace) and Suresh Batchu concluded that the growing number of smartphones with masses of corporate

data posed new challenges that IT departments lacked tools to address. The MobileIron software was designed to let IT see and control that data, along with mobile usage.

How the company got its name: The name is intended to suggest a strong framework and foundation for enterprise mobility.

CEO and background: Bob Tinker, also president, previously worked at Cisco, where he headed business development for the company's wireless business unit. He joined the company from Airespace, which Cisco bought in 2005.

Funding: In August, MobileIron closed a second round of funding, adding \$11 million from venture capital backers, bringing the total to \$19.8 million.

Who uses the product: Announced customers are Fenwick & West, a technology and life science law firm; and Windsor Foods, a southern California food manufacturer.



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