Why MobileIron

Selecting a Mobile IT vendor can be a daunting task. There are many vendors claiming to offer a complete solution for Mobile IT; the resulting marketing and hype can tend to obscure what really matters:

- What do you really need in order to realize the true potential of Mobile IT?
- What does each Mobile IT vendor really provide in terms of products and services?

What Do You Require from your Mobile Enterprise Management Vendor?

Based on extensive input from our customers and partners, we believe the following framework removes the noise and focuses on what is essential when selecting a mobile infrastructure solution:

- Experienced and Focused Vendor Purpose Built for Mobile IT
- Comprehensive Solution across Apps, Content, and Devices
- Strong Partner Ecosystem, Broad Infrastructure Support
- Proven Customer Success
- Best Solution, also Lowest TCO

MobileIron is the only vendor to meet each of these requirements, making it the only Mobile IT provider that can both support your current mobile requirements and partner with you over the long term as you become a Mobile First enterprise.

1. **Experience and Focus: MobileIron is purpose built to enable the Mobile First enterprise.**

   We get mobile, and we understand its potential, because it is all we do. Only MobileIron can enable an organization to realize all the benefits of Mobile IT.

   MobileIron was founded in 2007 on the belief that mobile is the future – it is the next stage in the ongoing evolution of IT. Mobile is not an add-on or a component of an existing infrastructure or management offering, but will soon be the default IT platform. We believe that Mobile IT will quickly become the primary means by which corporate applications are deployed and corporate information is accessed. All of our solutions are developed to support this evolving, long-term Mobile First reality.

2. **Comprehensive Solution: The MobileIron platform is the most comprehensive enterprise mobile infrastructure, able to support all requirements across, applications, content, and devices.**

   To meet our customers' current Mobile requirements, and to support them as they evolve into Mobile First enterprises, we've taken a long-term, platform approach to product development. Building a platform isn't easy, it is expensive, time-consuming, and requires an ongoing commitment to developing enterprise-grade solutions. But we at MobileIron have invested heavily to build the most complete and best-architected mobile IT platform available, because only then

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Strong Partner Ecosystem, Broad Infrastructure Support:
MobileIron's partner ecosystem, the largest in the industry, enables us to support the broadest range of apps, operating systems, devices, and deployment configurations.

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can the long-term success of our customers be ensured.

The result of that ongoing investment has paid off. MobileIron has established itself as an innovator in Mobile IT, with a track record of successfully defining and delivering mobile infrastructure technology. We've been first to market with core, required solutions necessary to enable a comprehensive and secure mobile IT infrastructure:

- multi-OS mobile device management (MDM)
- mobile application management (MAM)
- BYOD privacy controls
- mobile DLP

We were also the first to test for scale at 100,000 concurrent devices and to pass security audits for SOC 2 Type 2, Privacy, and EU Safe Harbor compliance. MobileIron will continue to invest and commit to the long-term, to ensure that even as your requirements evolve, our solutions will fully enable the Mobile First enterprise.

3. **Strong Partner Ecosystem, Broad Infrastructure Support: MobileIron's solution supports your environment, not the other way around.**

   MobileIron's partner ecosystem, the largest in the industry, enables us to support the broadest range of apps, operating systems, devices, and deployment configurations. The resulting options mean you can bring mobility to your current environment, while preserving your existing IT investments.

   In terms of backend infrastructure, MobileIron can integrate with your existing solutions for email, content, and identity management, ensuring that current processes and permissions adapt easily to the mobile environment.

   To ensure access to a rich library of secure mobile apps, MobileIron has assembled a large and varied group of application partners, including major enterprise vendors. But whether you utilize third party or internally-developed apps, MobileIron's AppConnect solution provides multiple options to protect application data. You are able to deploy and utilize the apps of your choosing in the secure scalable MobileIron environment. Use the apps you want, and we'll ensure that they work

   MobileIron offers the broadest support for mobile operating systems, allowing users the ability to choose the device of their choice, and providing IT the ability to support those devices in a secure and stable environment. MobileIron's commitment to a multi-OS environment means users get what they want (the ability to work on the device of their choosing, whether it be enterprise or employee-owned), and IT gets what they need (as IT can now securely support this user requirement).

   MobileIron will also support your requirement for 1) deployment, as we offer our solution either on-premise or hosted in our cloud environment, and 2) licensing, as we can structure your deal as either a perpetual or subscription agreement.

4. **Customer Success: MobileIron has experience helping over 7000 customers realize the full potential of Mobile IT.**

   You can't afford to risk your mobile initiatives on an unproven solution. We at

Customer Success:
MobileIron has experience helping over 6500 customers realize the full potential of Mobile IT.

Lowest TCO:
MobileIron provides the best solution period – but it also happens to be at the lowest TCO

MobileIron understand that the consumer-driven shift to mobile requires a very different approach to IT - our experience helping 8000+ enterprises along their mobile journey makes us best positioned to help our customers successfully make this transition.

MobileIron has become a trusted Mobile IT advisor to businesses of all shapes and sizes and locations. There are already 8000+ MobileIron customers, some running deployments of greater than 50K managed devices. 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. These companies are already realizing the benefits of mobility and are well on their way to becoming Mobile First enterprises.

But selecting the optimal mobile vendor isn't just about technology; it is also about experience in making customers successful. While mobile brings with it a huge potential to improve workforce productivity, it also introduces significant new challenges for corporate IT. Mobile also means adapting to the new relationship between IT and the end-user. The end-user now has the ability to work from wherever they want on whatever device they want - and IT has the continued requirement to provide stable, secure services, but now in an environment with fewer boundaries and less direct IT control. To embrace mobile will require change, and MobileIron understands what change is required. We've learned from our experience and from our customers' success – and you benefit from that learning.

5. **Lowest TCO: MobileIron provides the best solution period – but it also happens to be at the lowest TCO**

As we've discussed, MobileIron provides the only complete Mobile IT solution, with comprehensive support across mobile apps, content, and devices. And, MobileIron is the only vendor that can demonstrate large-scale customer success with over 8000 customers. But there's more, MobileIron is also the Mobile IT solution with the lowest total cost of ownership. It's a unique situation where our superior technology actually makes us less expensive. Because of our long-term platform approach to development, and because we have a solution that is purpose built for Mobile IT, we have a solution that 1) is more efficient, requiring less hardware, and 2) is easier to manage, requiring less configuration and maintenance. And because it works, you benefit from the added efficiency of a mobile workforce while avoiding costs of security breaches or data losses that could result from an incomplete or unproven mobile offering.

Bottom Line: We believe MobileIron is the only choice for a Mobile First environment

- MobileIron can enable our customers to 1) mitigate the risks a diverse mobile IT environment introduces and 2) realize all the many benefits that Mobile IT can provide.
- MobileIron can help our customers now to solve their current issues regarding mobile device management, and partner with them over time as their businesses grow and their requirements evolve.