

Zenprise introduces next generation mobile device management

September 11, 2012 — Zenprise® Inc., the leader in mobile device management (MDM) security and innovation, has announced the next version of the company's on-premise and cloud-based software solution, Zenprise MobileManager™ 7.0. Zenprise also announced its strategic direction in delivering innovative MDM solutions that put mobile to work.

As enterprise mobility evolves, next generation MDM should include capabilities that secure and support not only devices but data and apps as well.

“Zenprise's MDM solution enables me to confidently support a high-demand BYOD program while securely protecting corporate data and intellectual property,” said Terry West, senior vice-president and CIO, Performance Food Group. “But beyond the BYOD use case, with Zenprise technology we are also exploring ways to enable a truly mobile workforce and improve the customer experience. This translates into an increased ROI for our mobile initiatives.”

Zenprise MobileManager 7.0 features

The new product version includes features that support mobile lines of business, secure content and collaboration, and simplify administrator and user experiences.

Supporting mobile lines of business

Zenprise MobileManager 7.0 includes geo-fencing, an industry-first feature that enables companies to track devices via GPS. With geo-fencing, organisations can take action in the event that a device is removed from a specific location. This is especially valuable for those who need to tie mobile devices to a location, such as hospitals that distribute tablets to doctors and nurses to aid in patient care. With Zenprise MobileManager 7.0, an IT manager can define an approved area for the device and specify the actions to be taken if the device leaves that perimeter. In the case of theft or other mishandling, all corporate-owned information can be wiped from the device in order to protect sensitive data stored on the device.

Also new in Zenprise MobileManager 7.0 is integration with Samsung SAFE devices, so companies can turn tablets and smartphones into “purpose-built” mobile terminals -- devices with strict access configurations and all but a few business apps locked down. Existing Zenprise customers have already found value in using tablets as line of business devices in hotels to help check in guests or provide them with information on nearby restaurants and attractions, while also providing the ability to block games, camera, and other applications on the tablets.

Securing content and collaboration

Zenprise MobileManager 7.0 extends its secure content and collaboration capabilities to Android by providing the industry's first secure integration with Microsoft SharePoint and Office365, and enhances its first-to-market Mobile DLP solution for iOS by enabling users to annotate documents in the secure mobile content container provided by

Zenprise.

Simplifying administrator and end-user experiences

Zenprise MobileManager 7.0 offers configurable dashboards that allow administrators to take one-click actions on devices such as track, notify, and enroll. It also offers simplified enrolment that combines the highest level of security with the most streamlined user experience.

Setting the stage for next generation MDM

In announcing Zenprise MobileManager 7.0, Zenprise lays out its next generation of MDM: Making mobile apps “business-ready” and keeping mobile content secure, while harmonising enterprise IT needs and the user experience. The next generation in MDM innovation focuses on openness, end user-satisfaction and data protection, so organisations can securely mobilise their line-of-business apps for an increased ROI.

“The advanced MDM features we are introducing in Zenprise MobileManager 7.0 are the building blocks in the realisation of our future vision for MDM,” said Amit Pandey, CEO, Zenprise. “Until now, the industry has been singularly focused on managing devices and, while that will always be the foundation of any enterprise mobile strategy, it’s the ability to secure applications and content on mobile devices that will give businesses a holistic approach to mobility.”

For the press kit or more information on Zenprise MobileManager 7.0 and the future of MDM, visit www.zenprise.com.

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About Zenprise

Headquartered in Silicon Valley, Zenprise provides the most innovative and secure mobile device management solution, backed by the best customer service in the industry. Unlike most vendors offering device management software, we are focused on next generation MDM. This means making mobile apps “business-ready” and keeping mobile content secure, while harmonising enterprise IT needs and the user experience. So, whether you are supporting “bring your own device”, deploying mobile apps to your service fleet, or distributing sensitive documents to your board of directors, Zenprise makes it easy for you to put mobile to work.

Our extensive list of global customers and partners spans a cross-section of countries and vertical industries including: aerospace and defence, financial services, healthcare, oil and gas, legal, telecommunications, retail, entertainment and federal, state and local governments.