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ENTERPRISE MOBILITY SPECIAL

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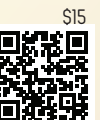
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THE EMEA

A COLLECTIVE APPROACH TO
ENTERPRISE MOBILITY MANAGEMENT



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BY CLARA MATHEW



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products. While each company in the alliance has its own way of meeting the needs of enterprise customers, there is a clear connection between quality and service deliverables across the board. Members of the EMEA have expert capabilities in mobile security, mobile application management, managed services, and cloud services. Together, the EMEA is able to provide comprehensive solutions around mobile security and IT consulting, integration, migration, support infrastructure, and end-user support. The alliance of member firms has brought together more than 2,000,000 mobile phone licenses and over 150 mobile IT and security experts from across Europe.

Based on the collective trends, challenges, and opportunities in the arena of enterprise mobility management, members of EMEA understand the pain points of their customers, both independently and as a whole. Klomp explains, "As the market continues to move at a rapid pace, businesses are forced to identify and manage several changes at once. There are obstacles in managing enterprise content, enabling company-owned and user-provided devices, and maintaining the security of those devices and apps indefinitely." The alliance firms recognise these potential pitfalls and work to design a comprehensive solution for businesses at any stage of their digitalisation process, based on their business requirements and preferences. Once a plan is in place, one or more of the alliance firms work to provide ongoing support to ensure data security, all the while considering factors such as cost and usability.

The EMEA members are all experts in MobileIron, one of the leading technology solutions for mobile device management. In addition to MobileIron applications, companies within the alliance also have a wide array of experience in top-of-the-line solutions for mobile threat protection, such as Lookout, and cloud-centric management and security platforms, such as AirWatch. Klomp shares, "The alliance is always focused on new products and technology and how those work in real business scenarios. We have the advantage of testing new solutions out first, sharing knowledge about their success with other members, and rolling out quality deliverables to enterprise customers." Coming together as a larger force with vendors and solution partners gives the EMEA a strategic position in the marketplace, which ultimately benefits companies seeking out enterprise mobility services.

Fulfilling Business Needs in Practice

Since forming a mutually beneficial team of mobility management experts, the EMEA has experienced a great deal of success in delivering solutions to enterprise customers. Klomp shares that recently, a large international insurance company that has worked with his own company for over a decade was facing a challenge with its enterprise mobility management platform. The technical issue was causing operational headaches, and although the problem was directed to the vendor, there was no clear solution. Another member of the alliance had experienced a similar issue with a different customer in the past and knew the correct workaround, ultimately satisfying the need of the insurance company. Without the combined force of the EMEA, the customer may have been left with an EMM not fit for its business needs.

One of the ways the alliance is able to produce such impressive results for enterprise customers is its ability to quickly and efficiently share information. EMEA members are proud of the fact that all technicians working behind the scenes have the ability to talk with one another across company lines. This open communication is the backbone of the alliance and continues to provide opportunities for the member firms both independently and as a unit. Moreover, resources ranging from human capital to big data are used as required to serve customer needs, regardless of the company at the helm of the business relationship. Klomp explains that this unique synergy creates an environment of success, as the EMEA is quick to provide the best-

fit enterprise mobility management solution with fewer people and greater access to the resources each company needs.

The reputation the alliance has built comes from being open to new ways of doing business, while testing and adopting the latest technology solutions. Klomp states, "We aim to keep the strong relationships we have with enterprise customers by continuing to focus on service and quality of deliverables. To do this, the leaders of the member firms come together two to four times per year to discuss trends, obstacles, and the strategic vision we each have for the future." At the most recent meeting of the minds, a roadmap was laid out focusing on managed mobile security services, automation of EMM, and how newer technology like IoT fits into the current landscape. In the upcoming year, the EMEA plans to deliver the best of the best to enterprise customers by combining insight on market trends with the reach and expertise of the alliance members. **CA**



IN ADDITION TO MOBILEIRON APPLICATIONS, COMPANIES WITHIN THE ALLIANCE ALSO HAVE A WIDE ARRAY OF EXPERIENCE IN TOP-OF-THE-LINE SOLUTIONS FOR MOBILE THREAT PROTECTION, SUCH AS LOOKOUT, AND CLOUD-CENTRIC MANAGEMENT AND SECURITY PLATFORMS, SUCH AS AIRWATCH



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Top 25 Enterprise Mobility Solution Providers - 2018

Significant technological advancements have been constant in driving a positive change in the enterprise mobility space. While organizations continue to foster employee engagement and efficiency via BYOD in the form of smartphones, laptops, tablets and smart wearables, a slew of state-of-the-art technologies are making headways in this space to accomplish a singular aim: higher productivity. With the rise of BYOD and IoT, Artificial Intelligence (AI)-based security software is piquing the interest of the investors to enhance cybersecurity stance, mitigating the risk of cyber attacks from more and more devices connecting to business networks. Backed by AI, chatbots and other conversational platforms are also being adopted to increase workplace satisfaction. Besides, intelligent and connected devices with built-in AI and machine learning capabilities are proving to enhance internal processes and boost productivity over time.

That's not all, technologies like Augmented Reality are poised to create a significant impact on collaboration between remote workforces, promoting ubiquitous connectivity. Furthermore, geolocation technology also will play a massive role in the process of real-time data exchange among devices. All in all, mobile and emerging technologies are at the forefront of improving business processes, curbing down costs and driving employee engagement. In order to taste success, establishing a strategy at an early stage is indispensable.

With that in mind, a distinguished panel of CEOs, CIOs, CTOs, and analysts including CIO Applications Europe editorial board has selected the top 25 companies offering tailor-made and efficient mobility solutions for enterprises. These companies offer robust solutions coupled with innovative strategies that can help businesses succeed.

We present to you CIO Applications Europe "Top 25 Enterprise Mobility Solution Providers - 2018".



Company: **Key Person:**

The EMEA

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Founder & CEO, Nomasis

Ronan Murphy

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Website:

emea.mobi

Description:

The EMEA brings together expert companies in the enterprise mobility management arena to offer comprehensive consulting, service, and support to enterprise customers

The Possibilities of a Mobility-Centric Approach

Enterprise mobility has been one of the widely discussed concepts in the recent past, and it's time that we talk about what more can happen on this front. Going beyond the basic concept of mobility, it's crucial to consider what more is expected to happen in terms of enterprise mobility. The first thing that's likely to pick up and is largely being embraced among organisations across the globe is bring your own device (BYOD) to work. While many firms have been turning down the concept of BYOD due to security concerns, many of them have also been embracing it, considering the numerous benefits associated with it include cost-effectiveness and comfort level of employees. However, it's important to note that these organizations rely on strict security norms in order to be protected from any kind of data breaches owing to the usage of various mobile devices of employees.

With such choices at their disposal, businesses are now devising their IT strategies considering the possibilities that mobility brings to them, also fostering innovation within these organizations. Another major benefit that any firm gets to obtain with mobility is productivity among employees. With their employers discovering the possibilities of new technologies and strategies, they too are assured of new experiences and ease of operations which doesn't just facilitate efficiency but better work environment too.

However, in order to devise the right business strategy with enterprise mobility at the heart of it, organizations need to associate with an enterprise mobility solution provider, who can deliver the right kind of support without comprising on the security. To help you make this choice, we bring to you a list of Top 25 Enterprise Mobility Solution Providers, who are at the forefront of the industry and offer the right piece of advice and solutions for their clients.



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**Some of the insights are based on the interviews with respective CIOs and CXOs to our editorial staff*

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