



Press Release

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Softwired Releases iBus InTouch Mobile Device Management [MDM] for Windows Mobile, Android and Mobile OS Devices

Softwired, a leading mobile middleware software provider, releases [iBus InTouch](#) mobile device management [MDM] targeted specifically for enterprise mobile deployments for Windows Mobile, [Android](#) and other mobile OS devices.

Softwired iBus InTouch is built on Softwired's patented mobile middleware [iBus Mobile Platform](#) designed to meet unique enterprise requirements and management for a wide range and large number of mobile devices [from mobile handheld scanners, smartphones and netbooks], deployed by organizations outside the corporate firewall. Softwired's iBus Mobile InTouch leverages iBus Mobile enterprise strength communication capabilities of scalable, fully reliable and guaranteed message delivery via JMS over fragile mobile networks. Mobile device users and administrators benefit from iBus InTouch built on Softwired's iBus Mobile, a dedicated mobile middleware communication solution making enterprise integration, installation, device management and operation simple and trouble free [e.g. [see MS Case Study](#)].

Softwired identified key mobile device management and information requirements aligned with strategic business processes based on [ITSM and ITIL](#) best practices and key performance indicators [KPI] needed by mobile developers, administrators and managers, which are built into iBus InTouch, but absent in other proprietary device management products.

iBus InTouch core functionalities support the global Open Mobile Alliance Device Management [OMA DM] standard, when enabled by leading device OS manufacturers. OMA DM provides a generic framework but lacks key business requirements and functionality, which Softwired iBus InTouch provides. Furthermore, Softwired's modular and extensible architecture enables customized extensions to be easily added.

For organizations deploying Softwired's iBus Mobile for reliable mobile data communication the addition of iBus InTouch is a natural and welcome extension enabling comprehensive management from a few to tens and hundreds of thousands of mobile devices outside corporate firewalls in the field. For CIO's and IT managers, Softwired represents a single source supplier for both the Softwired iBus Mobile Middleware Platform and iBus Mobile InTouch in one convenient package representing additional operational productivity gains and a significant reduction in the TCO for an organization's comprehensive mobility software solution.

Full Details of the [iBus Mobile Platform](#) and [iBus InTouch](#) visit Softwired at www.softwired-inc.com

About Softwired

Softwired AG, Switzerland, is a leading mobile middleware software firm developing and marketing its Java™ compliant iBus™ messaging products worldwide. Softwired iBus InTouch MDM is a new addition to the iBus™ product family.