



## Mobility made Simple by Softwired iBus InTouch [IT] Mobile Device Management

June 2009

Softwired's mobility solution has become even better with the addition of Softwired's iBus InTouch® Mobile Device Management [MDM] solution built on Softwired's enterprise strength [iBus Mobile Platform](#) to manage the wide range and large number of mobile devices [from mobile scanners to smartphones] being deployed by leading organizations outside the corporate firewall. In consultation with large customers, and mobile users, who are less than satisfied with the functionality versus cost of existing MDM systems, Softwired identified key requirements and functionality aligned with business process and KPI's most sought after by mobile administrators and managers but not found in other proprietary device management products.

### Guiding Principles of the Softwired iBus InTouch® MDM

Working with customer requirements and analyzing future mobility trends Softwired developed a structured approach based on principles of 'The Mobile Maturity Curve', for mobile platform management, monitoring and support. These guiding principles for the development of the Softwired iBus InTouch® [IT] MDM are based on the core concepts of ITIL [\[see previous Softwired ITSM newsletters\]](#) namely:

1. Asset Management
2. Incident Management
3. Service Desk Management
4. Problem Management
5. Capacity Management
6. Service level Management

Organizations familiar with ITIL will recognize that such an approach to Mobile Device Management in the real world aligns very well with ITIL. In fact the inherent flexibility of ITIL means that organizations can utilize MDM in areas they identify as most important to their business and over time adopt additional functionality available in a product. A comprehensive approach to MDM means that organizations should identify the most important processes and technologies today and develop a long term migration strategy to adopt additional functionality, over time. Indeed Softwired's iBus InTouch® is designed to enable firms to start with a limited number of key functions and move along the mobile maturity curve utilizing additional functionality as their mobility strategy evolves.

For example, Asset Management includes over-the-air [OTA] provisioning, device (re)configuration such that upgrades occur without disrupting current application usage, user experience and workflow. OTA provisioning can also be activated based on a predefined [e.g. staged] and configurable device update process and where necessary, enable a role back to a previous version minimizing disruption of remote staff.

### Softwired iBus InTouch® Mobile Device Management Architecture

Softwired's iBus InTouch® is built on Softwired's fully reliable iBus Mobile Platform leveraging its enterprise strength capabilities of scalable, fully reliable guaranteed message delivery and asynchronous communication via JMS over unreliable mobile networks. Mobile device administrators benefit from a MDM suite built on Softwired's iBus Mobile, a truly dedicated mobile middleware communication layer making MDM installation and operation simple.

Softwired's iBus InTouch® core functionalities are based on the global Open Mobile Alliance Device Management [OMA DM] specifications and standards, which are supported by major device OS manufacturers. OMA DM provides a generic MDM framework but lacks the specificity of business user requirements and functionality that Softwired iBus InTouch® is targeted to provide. Furthermore, Softwired's iBus InTouch® modular and extensible architecture enables specific customer requirements to be readily added.

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

### Key Benefits of Softwired's iBus InTouch MDM Solution include:

1. iBus InTouch® built on Softwired's enterprise iBus Mobile Platform
2. Support for Windows CE and Windows Mobile devices
3. Over-the-air client provisioning and deployment



4. Support for enterprise service monitoring tools
5. Support for device inventory and control
6. Single security solution for mobile device communications
7. Support for wireless email configuration and SMS
8. Support for event tagging and exception logging for tracking and monitoring
9. Configurable and extensible administration dashboard and help desk functionality
10. Support for device inventory and management
11. Support for data mining and device patterning for process and operational optimization
12. Inbuilt staging of upgrades and roll back capability
13. Security and lock down functionality
14. Support for end-to-end encryption based on the JMS mobile middleware paradigm
15. Highly scalable
16. Easy to use and install
17. TCO considerably less than other solutions [when deployed with the [Softwired iBus Mobile Platform](#)]

**The Next Step for comprehensive MDM is Softwired's iBus InTouch® solution:** For access to an early release version and further details please contact Softwired at [Sales@Softwired-inc.com](mailto:Sales@Softwired-inc.com)

### **The Softwired TEAM**

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