



Mobility and Mobile Device Management made Simple by Softwired

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Softwired's mobility solution has become even better with the addition of Softwired's Mobile Device Management [MDM] suite built on Softwired's enterprise strength [iBus Mobile Platform](#) to help 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 Mobile Device Management suite

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 MDM are based on the core concepts of ITIL [[see previous Softwired ITSM newsletters](#)] namely:

- Asset Management
- Incident Management
- Service Desk Management
- Problem Management
- Capacity Management
- 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 MDM 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 and end user self help such that upgrades occur without disrupting current application usage and user workflow. OTA provisioning can also be activated based on a predefined [e.g. staged] and configurable device update process and where absolutely necessary, enable a role back to a previous version minimizing disruption of remote staff.

Softwired Mobile Device Management Architecture

Softwired's MDM is built on Softwired's fully reliable iBus Mobile Platform leveraging its industrial 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 MDM core functionalities are based on the global "Open Mobile Alliance Device Management" [OMADM] specifications and standards, which are supported by all major device OS manufacturers. OMADM provides a generic MDM framework but lacks the specificity of user business requirements and functionality that the Softwired MDM is targeted to provide. Furthermore, our modular and extensible architecture enables specific customer requirements to be readily added.

For organizations deploying iBus Mobile for reliable mobile data communication the addition of Softwired's 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 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 Mobile Device Management Solution include:

- Built on Softwired's existing, reliable and well known iBus Mobile Platform
- Support for Windows CE and Windows Mobile enabled devices
- Inbuilt ability to prepare and stage graceful OTA installation, avoiding end user disruptions



- Enable event and exception logging, and includes definable attributes for tracking and monitoring
- Configurable and highly extensible administration dashboard and help desk functionality
- Enable device inventory history and tagging of specific events
- Enable data mining and detail device patterning for process and operational optimization
- Inbuilt staging and roll back capability
- Security and lock down functionality
- Incorporate end-to-end encryption based on the JMS mobile middleware paradigm
- Highly scalable, leveraging the enterprise strength of Softwired's scalable iBus Mobile Middleware Platform
- Easy to use and install
- Very user friendly
- TCO significantly less than other solutions when deployed with the [Softwired iBus Mobile Platform](#)

The Next Step for comprehensive MDM: For access to an early release version and further details please contact Softwired at Sales@Softwired-inc.com

The Softwired TEAM

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