



Softwired iBus InTouch Mobile Device Management – Release Details

July 2009

Softwired iBus InTouch® Mobile Device Management [MDM] solution has now been released [[see Press Article](#)]. For specific details please click on [Softwired iBus InTouch](#).

Overview to the Guiding Principles of Softwired's iBus InTouch

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 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.

Softwired iBus InTouch Architecture

Softwired's iBus InTouch is built on Softwired's fully reliable, widely deployed [iBus Mobile Platform](#) leveraging its enterprise strength capabilities of scalable, fully reliable guaranteed message delivery and asynchronous communication via JMS over fragile mobile networks. Mobile device administrators benefit from an MDM suite built on Softwired's iBus Mobile, a truly dedicated mobile middleware communication layer making integration, installation and operation simple.

Softwired's iBus InTouch core functionalities support the global [Open Mobile Alliance Device Management](#) [OMA DM] standards, adopted by all major device OS manufacturers. OMA DM provides a generic MDM framework but lacks unique business requirements and functionality that the Softwired InTouch provides. Furthermore, our modular and extensible architecture enables customization to be readily added.

For organizations deploying iBus Mobile for reliable mobile data communication the addition of Softwired's iBus InTouch is a natural and welcome extension enabling comprehensive management of a few to tens and 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 in one convenient software package representing additional operational productivity gains and significant reduction in the TCO for an organization's mobility solution.

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

1. Built on Softwired's reliable standards based [iBus Mobile Platform](#)
2. Support for Windows Mobile, [Android](#) and other OS devices
3. Inbuilt ability to prepare and stage graceful OTA installation, avoiding end user disruptions
4. Enable event and exception logging, and includes definable attributes for tracking and monitoring
5. Configurable and highly extensible administration dashboard and help desk functionality
6. Enable device inventory history and tagging of specific events
7. Enable data mining and detail device patterning for process and operational optimization
8. Inbuilt staging and roll back capability
9. Security and lock down functionality
10. Incorporate end-to-end encryption based on the JMS mobile middleware paradigm
11. Highly scalable, leveraging the industrial strength of Softwired's scalable iBus Mobile Middleware Platform
12. Easy to use and install
13. Very user friendly
14. 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 further details please contact Softwired at Sales@Softwired-inc.com

The Softwired TEAM

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