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## **Enterprise Mobile Unveils Hosted Device Management Solution for iPhone and Other Major Smartphone Platforms**

*New Solution Delivers MobileIron's Virtual Smartphone Platform as a Hosted Subscription Service for Enterprise Customers*

**WATERTOWN, Mass. – March 3, 2010** – Enterprise Mobile, a provider of outsourced lifecycle services that help enterprises develop, deploy, support and manage mobility strategies, today announced a new Hosted Device Management Solution. This subscription service delivers a hosted version of MobileIron's Virtual Smartphone platform for managing mobile devices and gaining control over wireless costs, and supports iPhone, BlackBerry, Windows Mobile and Symbian. Android support is planned for Q2.

This hosted offering is one of several Enterprise Mobile solutions designed to provide IT and users real-time intelligence and control over smartphone content, activity and applications through MobileIron's award-winning virtualized smartphone management technology. Together the new hosted offering and Enterprise Mobile's outsourced lifecycle services create the first end-to-end solution for managing iPhones and other mobile devices.

"To protect their corporate networks and control wireless costs, our customers require device management solutions that can securely handle multiple platforms and complement their internal resources," said Mort Rosenthal, Enterprise Mobile Chairman and Chief Executive Officer. "With our Hosted Device Management Solution, CIOs can be comfortable with their organization's mobile device management solution, provided through a software-as-a-service (SaaS) model, paying for the necessary software and IT infrastructure as it is utilized."

"By focusing on mobility outsourcing and implementation, Enterprise Mobile delivers the right mix of processes, tools, and best practices to meet demanding customer requirements," said Bob Tinker, MobileIron President and CEO. "Our continued partnership offers customers excellent leverage of Enterprise Mobile's mobility expertise and MobileIron's innovative platform to solve the security, cost, and usability challenges of smartphones in the enterprise."

The Hosted Device Management Solution includes a comprehensive array of components to enable enterprises to monitor mobile device usage in real-time to avoid unnecessary wireless costs and protect corporate data. Enterprise Mobile provides Subscription Licensing; Set-up/On-boarding; Hosting Administration; Support of MobileIron Infrastructure; and Level I Product Support. Device Management Administration, which includes configuring smartphone settings and policies, and adding, managing and monitoring smartphones, is available for an additional monthly fee.



As an alternative to hosting an organization's MobileIron deployment, Enterprise Mobile can install and deploy the MobileIron solution on a company's premises and proactively provide remote management and reporting services. Regardless of the approach a company prefers, Enterprise Mobile will provide IT with alerts for usage trends, activity spikes, out of network activity and other statistics critical to managing smartphones.

#### **About Enterprise Mobile**

Through professional and outsourcing services, Enterprise Mobile helps companies successfully deploy and manage initiatives across multiple mobility platforms. Companies turn to Enterprise Mobile to help them understand and manage new mobility technologies. Drawing on deep mobility outsourcing expertise, Enterprise Mobile can serve as the single point of accountability for enterprise mobility projects, managing the complexities of the ecosystem for enterprises and streamlining processes throughout the mobile device lifecycle. The proven effectiveness of the company's mobility best practices and asset management tools enable customers to outsource mobility with confidence, without reallocating internal resources or hiring new ones. For more information, go to [www.enterprisemobile.com](http://www.enterprisemobile.com).

#### **About MobileIron**

MobileIron is solving the problems CIOs face as enterprise data moves to the smartphone. The MobileIron Virtual Smartphone Platform is the first solution to give IT and users real-time intelligence and control over smartphone content, activity, and apps in order to secure the enterprise, reduce wireless cost, and improve the mobile user experience. MobileIron's investors include Norwest Venture Partners, Sequoia Capital, and Storm Ventures. For more information, please visit [www.mobileiron.com](http://www.mobileiron.com).