



Mobile Security and Application Agility – the Foundation for the App-Centric Enterprise



Cool technology. Gartner thinks so.

MobileSpaces™ focuses on the app-centric enterprise, helping to unlock the full potential of BYOD, the mobile app economy and the cloud. Mobile apps have become an intrinsic part of everyday life, and the mobile app economy booms with the addition of 20,000 mobile apps every month. Consumers demand a flawless and unencumbered user experience when using applications for personal use, or as a vital part of their business workflow.

MobileSpaces enables enterprise IT to deliver the mobile user experience and productivity that their employees expect. Unlike traditional IT vendors who secure only a few dozen mobile apps for both iOS and Android, MobileSpaces offers unrivalled freedom and flexibility by securing millions of mobile applications regardless of employee device choice. This gives line-of-business managers the widest selection of applications to create the business workflows they need.

BYOD Workspace
































MobileSpaces combines Apple's iOS 7 app management capabilities with app virtualization technology for Android to create a trusted BYOD workspace. This provides enterprises with a security container that is enabled remotely and runs enterprise provisioned mobile apps, secured and isolated from personal apps. This approach differs from other security techniques such as app wrapping or the use of a SDK.

While the use of an SDK is widely understood, app wrapping is a new security approach that adds new libraries to an existing binary image to change its behavior. This requires the supporting platform to have access



Secure corporate information for BYOD. Protect against leakage and loss with the layered security of app virtualization.

to the application file so it can be modified and then sent to the device. Apps acquired through a public app store or preloaded on a device typically cannot be secured because administrators lack the access required to wrap them. Secured apps must also be rewrapped each time they are updated, creating additional work for IT admins to maintain and deploy apps.

Email/PIM	Document	Built-in apps	Top ERP apps	Top CRM apps	Top Sharing apps	Top Collaboration apps
 Email	 Adobe	 Maps	 Microsoft Dynamics	 Salesforce	 Microsoft Sharepoint	 Microsoft Lync
 Gmail	 Documents To Go	 Camera	 Sage	 NetSuite	 Box	 Skype
 Contacts	 Kingsoft Office	 Gallery	 SAP	 SAP	 Dropbox	 IBM Connections
 Calendars		 Chrome	 SYSPRO	 Sugar	 Google Drive	 Google Hangouts
			 Oracle	 Oracle	 Evernote	 Oracle



Application agility: weave built-in, public app store and custom mobile apps into business workflows.

In contrast, MobileSpaces dynamically applies policies to apps without changing the binary image and enables enterprises to manage any app, even if it comes from a public app store or is preloaded on a device. Our approach enables the use of existing enterprise apps for ERP, CRM, sharing and collaboration. It also allows workers to use native apps to connect with cloud-based services such as Google Apps for a fully integrated user experience that includes email, collaboration, sharing and storage.

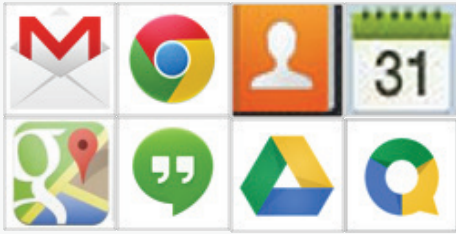
The MobileSpaces workspace is policy controlled and cloud managed via a browser-based console. The workspace protects corporate information against leakage and loss by encrypting all data at rest, controlling data sharing between enterprise apps and connecting directly to the enterprise VPN. IT administrators can select any mobile app for workspace use and assign it via policy, tailoring workspaces per employee role and providing a true native user experience that preserves the way apps are licensed, distributed and updated.

Business Workflows

Mobile apps and BYOD make every employee a highly effective worker, with constant access to business applications and real-time information. MobileSpaces provides technology that allows enterprise apps to share data and interoperate in a secure manner on a personal device. In effect, apps and services are weaved together to form custom business workflows.

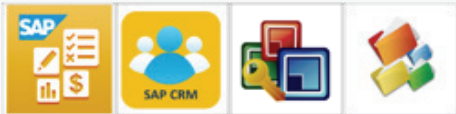
In contrast, leading mobile device management and container vendors restrict enterprise app choice to their app ecosystem. This limits enterprise innovation since these vendors measure their ecosystem growth in single or double digits, while the public app economy is growing by the thousands. Because each vendor secures mobile apps in a proprietary way, enterprises are locked into their vendor's app ecosystem that often hinders seamless access to the disparate SAP, IBM, Oracle or Citrix backend systems needed for business workflows.

MobileSpaces gives control back to the enterprise, allowing IT to select any mobile app for workspace use and assign it via policy without modification to the user's device. This gives employees a tailored workspace for their job while preserving how apps are licensed, distributed and updated. MobileSpaces gives line-of-business managers complete flexibility to seamlessly use a mix of native, store bought and internally developed apps to connect with any enterprise service or application. This flexibility is illustrated in the follow examples:



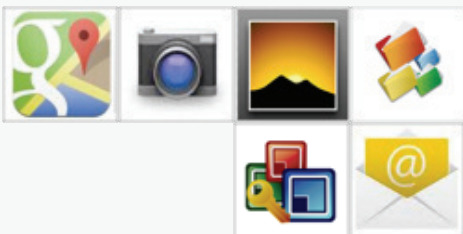
Google Apps

The most common BYOD application is email, thus Gmail as part of the Google Apps suite used by over five million businesses. Traditional container solutions fall short in their support and create a huge functionality and security hole for BYOD. Leading MDM solutions only support Google Apps with their own proprietary email, contacts and calendar apps. Container solutions, like Good Technology, do not support Google Apps at all. MobileSpaces enables enterprises to offer their BYOD workers secure access to the full Google Apps suite of messaging, sharing, collaboration and storage services using the native mobile apps that Google built with the rich integrated user experience that Google intended.



SAP Sales Force Flow

IT organizations reap early returns on their BYOD investment once they recognize how the policy improves their sales organization productivity. By creating a workspace with an SAP sales force automation app, along with an Office app, sales teams can communicate more effectively with their customers. An account executive can download price quotes from SAP, create customized quotes within the spreadsheet app and forward those quotes to customers with the SAP app. The native app workflow is preserved, and the enterprise's information is protected.



SharePoint and Photos/Documents

Native apps, like Camera and Maps, are often important tools used by workers to collect data while in the field. By creating a mobile workspace that includes a SharePoint app as well as Camera and Office apps, the user can include photos of building sites, prototypes or other materials in entries, create documents on the fly and share materials with enterprise colleagues while away from the office. The user gets to leverage the benefits of his smartphone's camera, without mixing enterprise photos and personal photos. The enterprise can also wipe the photo gallery in the enterprise workspace without deleting any personal photos. In addition, work photos and other materials can only be attached to work email or stored within SharePoint so there is no danger that this information will leak to personal apps or the Internet.

Application Agility

MobileSpaces is helping its customers become the app-centric enterprise, enabling powerful new workflows that leverage the latest app innovations on their employees' preferred mobile devices. At last count, there were over 2 million apps available in public app stores. Companies can now use MobileSpaces to fully embrace the positive impact of both this expanding app universe and BYOD, helping them achieve their business objectives without compromising their security standards.

About MobileSpaces — www.mobilespaces.com

MobileSpaces helps enterprises secure any mobile app for BYOD, enabling new workflows for business while protecting enterprise data and respecting employee privacy. The company is headquartered in Silver Spring, Maryland, USA with offices in Tel Aviv, Israel.

Contact us at info@mobilespace.com for more information.

