

Vendor Landscape: Mobile Device Management

Bring some order to mobile technology gone wild.

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Introduction

The mobile device management (MDM) market is changing as quickly as the technology it enables. MDM vendors are innovating not only in security, but app management and segregating personal data.

This Research Is Designed For:

- ✓ Enterprises selecting a solution for mobile device management (MDM).
- ✓ Their MDM use cases may include:
 - **Dealing with an influx of consumer technology**, such as smartphones and tablets, and the complications that come with a mix of corporate-liable and individual-liable devices.
 - **Increasing quality of service on an expanding variety of mobile platforms**, each with their own strengths and limitations.
 - **Maintaining security** in an environment where employees can access the corporate network on any device from anywhere.

This Research Will Help You:

- ✓ Understand what's new in the MDM market.
- ✓ Evaluate MDM vendors and products for your enterprise needs.
- ✓ Determine which products are most appropriate for particular use cases and scenarios.

Executive summary

- Mobile technology is invading the enterprise. A business's mobile management strategy is no longer about issuing a fleet of identical corporate-owned BlackBerrys to employees, then managing them from the central hub of Blackberry Enterprise Server (BES). Now, employees are bringing their own devices with personal data on them. Devices come based on a variety of mobile operating systems, and with unpredictable applications installed. This complexity introduces a new set of challenges to mobile management. Mobile device management providers have stepped up to help deal with these challenges.
- AirWatch, SOTI, and Zenprise came out as champions in Info-Tech's Vendor Landscape. All have a full set of MDM features. AirWatch also has unique features in reporting and location services, SOTI's help desk and intuitive management features are top-notch, and Zenprise offers advanced security and policy control.
- AirWatch and BoxTone are the best bang for your buck, offering well-rounded feature sets at some of the lowest prices in the market.
- Cost isn't everything. Choose a vendor whose product serves the unique needs of your organization by examining Info-Tech's scenario slides. If a variety of mobile platforms are being managed, a vendor like SOTI is preferable. If you want a cloud deployment, a vendor like AirWatch can provide it. If security is a top priority, consider Good Technology.



See Info-Tech's solution set [Manage the Invasion of Consumer Technology](#) for more information about how to deal with the influx of personal mobile devices. Use the solution set to lay out a strategy for managing mobile in the enterprise *before* considering the third-party MDM solutions evaluated here.

Market overview

How It Got Here

- The main devices for corporate productivity used to be the desktop or laptop computer. The IT department could deploy and maintain tight control over computers and the applications installed on them.
- RIM's BlackBerry opened the door for smartphones as business tools. IT continued to maintain control by issuing corporate-owned BlackBerrys, and managing them from the central hub of BES.
- As smartphones became ubiquitous, employees began bringing their own non-BlackBerry devices into work, and demanding that they be able to connect them with corporate resources such as e-mail and calendars. BES could no longer be the hub for managing this variety of devices. Third-party mobile device management solutions were created to fill this gap.

Where It's Going

- Mobile device management began as a hub for managing a variety of corporate and personal devices from one management interface. A hub is no longer enough. Vendors are rushing to implement features that go above and beyond the native capabilities of the devices and enterprise ActiveSync integration.
- Security is a focus of most MDM vendors. When both corporate data and personal data reside side by side on consumer devices, a balance between maintaining security and keeping personal data personal is needed.
- Mobile devices are increasingly application platforms. MDM solutions will no longer manage only devices, but the applications installed on them.
- Mobile technology is still changing rapidly; MDM vendors need to not only support today's devices, but adapt to manage the unexpected challenges of tomorrow.

Info-Tech Insight

Mobile technology is changing quickly. MDM used to be about security and managing a variety of corporate-owned devices. Now, these functions are the expected baseline. Focus on vendors that are innovating rapidly in areas like app management and personal device support, and can continue to keep up as technology and corporate culture evolve.

Mobile Device Management Vendor Landscape selection criteria: market share, mind share, and market consolidation

- The explosion in the number of mobile devices in businesses has caused an explosion in the number of vendors selling mobile management software. The landscape is currently a mix of big players producing their own MDM products and smaller companies formed specifically to address the challenge of mobile. Expect acquisitions to narrow this field in the next few years.
- For this Vendor Landscape, Info-Tech focused on vendors that have strong features, increased risk management, and vendor viability.

Included in the Vendor Landscape:

- **AirWatch**. *A young but mature vendor, with an attractive offering for small and medium sized businesses.*
- **BoxTone**. *A dedicated MDM provider that is growing quickly.*
- **Good Technology**. *One of the best known MDM providers; focused on large businesses with strict requirements.*
- **McAfee**. *Has a long history in security software, but MDM is not their main focus.*
- **MobileIron**. *The most recent entrant to the MDM market, but already capturing a lot of attention.*
- **SAP-Sybase**. *Though recently acquired by SAP, Sybase remains committed to its MDM software.*
- **SOTI**. *Coming from a history of industry-specific device management, they are now moving into general MDM.*
- **Symantec**. *The oldest company in the landscape, MDM is only a small part of Symantec's range of products.*
- **Zenprise**. *Focused on MDM and innovating quickly in order to stand out from the rest.*

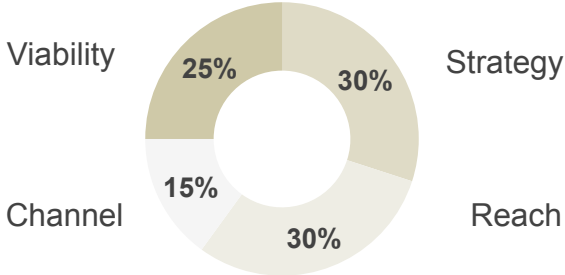
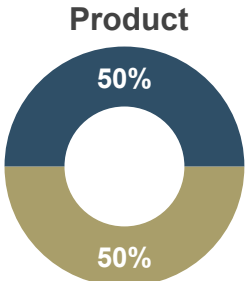
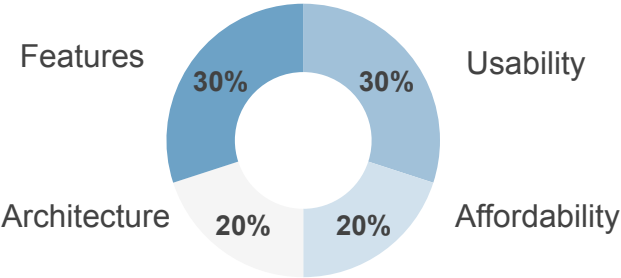
Mobile device management criteria and weighting factors

Product Evaluation

Features	The solution provides basic and advanced functionality.
Affordability	The three year TCO of the solution is economical.
Usability	The solution's dashboard and end-user experience are intuitive and easy to use.
Architecture	The delivery method of the solution is flexible and aligns with MDM space expectations.

Vendor Evaluation

Viability	Vendor is profitable, knowledgeable, and will be around for the long-term.
Strategy	Vendor is committed to the MDM space and has an SME focus.
Reach	Vendor offers global coverage and is able to sell and provide post-sales support.
Channel	Vendor channel strategy is appropriate and the channels themselves are strong.



The Info-Tech Mobile Device Management Vendor Landscape

Champions receive high scores for most evaluation criteria and offer excellent value. They have a strong market presence and are usually the trend setters for the industry.

Innovators have demonstrated innovative product strengths that act as their competitive advantage in appealing to niche segments of the market.

Market pillars are established players with very strong vendor credentials, but with more average product scores.

Emerging players are vendors who are starting to gain a foothold in the MDM space. They balance product and vendor attributes, though score lower relative to market champions.



For an explanation of how the Info-Tech Vendor Landscape is created please see the slide entitled [Value Evaluation Methodology](#) in the appendices.

Every vendor has its strengths and weaknesses; pick the one that works best for you

	Product					Vendor				
	Overall	Features	Usability	Price	Platform	Overall	Viability	Strategy	Reach	Channel
AirWatch	4	4	3	4	4	3	2	4	3	2
BoxTone	3	4	3	4	3	3	2	3	3	3
Good Technology	2	3	2	1	3	3	2	3	3	2
McAfee	2	2	3	1	3	3	4	1	3	4
MobileIron	3	4	3	3	3	3	2	4	3	2
SAP-Sybase	2	2	2	1	3	3	4	2	3	4
SOTI	3	3	3	3	4	3	3	4	3	2
Symantec	2	2	3	1	3	3	4	1	3	4
Zenprise	3	3	4	2	4	3	2	4	3	3

For an explanation of how the Info-Tech Harvey Balls are calculated please see the slide entitled [Value Evaluation Methodology](#) in the appendices.



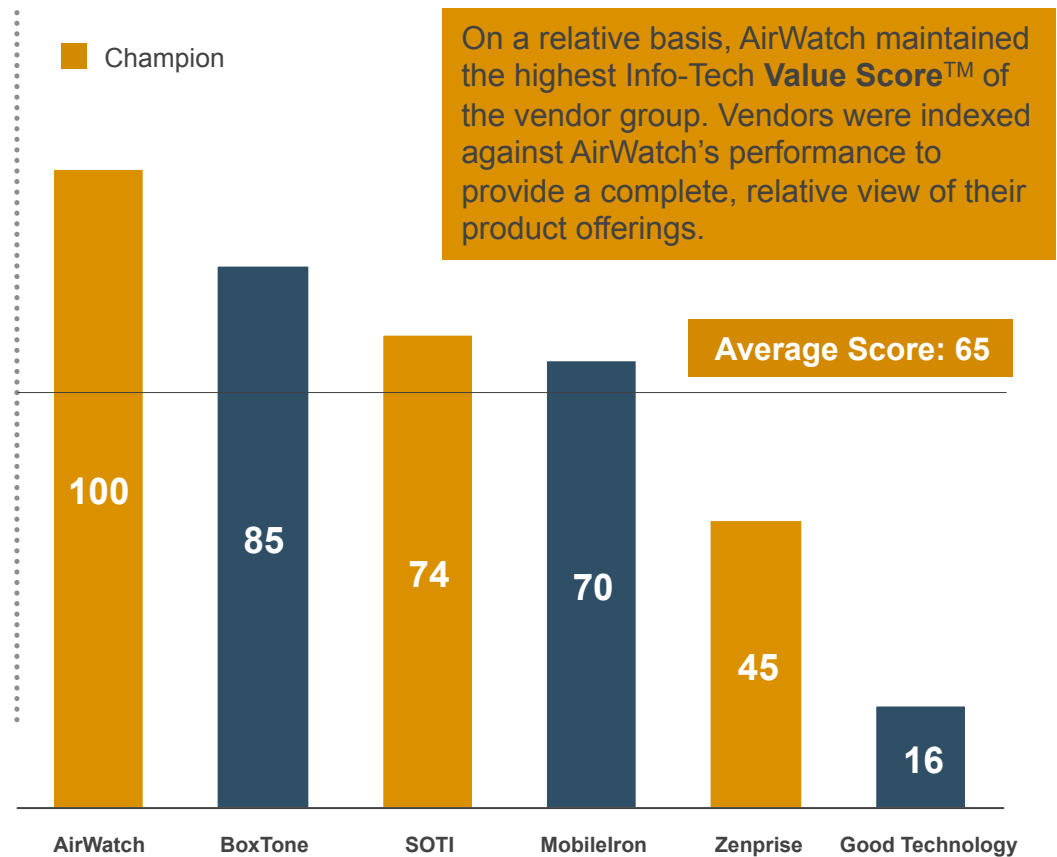
AirWatch and BoxTone offer the best bang for your buck

What is a Value Score?

The Value Score indexes each vendor's product offering and business strength **relative to their price point**. It **does not** indicate vendor ranking.

Vendors that score high offer more **bang for the buck** (e.g. features, usability, stability) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.



Note: McAfee, SAP-Sybase, and Symantec declined to provide pricing information, so their Value Score could not be calculated.

For an explanation of how the Info-Tech Value Index is calculated, please see the slide entitled [Value Index Ranking Methodology](#) in the appendices.

For an explanation of how normalized pricing is determined, please see the slide entitled [Product Pricing Scenario & Methodology](#) in the appendices.

Table stakes represent the minimum standard; without these a product doesn't even get reviewed

The Table Stakes

Feature	Description
Group Management & Provisioning	Automated provisioning and group creation, and applying policies by group.
Service Management & Reporting	Visibility into device and network performance, with basic reporting and inventory management.
Mobile App Management	Visibility of installed apps, and ability to whitelist / blacklist apps.
Platform Support (Basic)	Support for Android, iOS, and Windows Mobile operating systems.
Policy & Security Management	Application of policies beyond basic ActiveSync functionality.
Role-based Management	Customizable views of the management interface, depending on role.

What Does This Mean?

The products assessed in this Vendor Landscape™ meet, at the very least, the requirements outlined as table stakes.

Many of the vendors go above and beyond the outlined table stakes, and some even do so in multiple categories. The next slide aims to highlight the products' capabilities **in excess** of the criteria listed here.



If table stakes are all you need from your mobile device management solution, the major differentiator for the organization is price. Otherwise, dig deeper to find the best price to value for your needs.

Advanced features are the market differentiators that make or break a product

Scoring Methodology

Info-Tech scored each vendor's features as a summation of their individual scores across the listed advanced features. Vendors were given one point for each feature the product inherently provided. Some categories were scored on a more granular scale, with vendors receiving partial points.

Advanced Features

Feature	What We Looked For	Feature	What We Looked For
Browser Control	Disable browser features, and whitelist or blacklist sites on mobile browser.	Location Services	Ability to use GPS to locate individual devices and view devices on a map.
Enterprise App Portal	Portal for custom apps that are not available through public app stores.	Performance Monitoring	Visibility into application performance, network performance, and carrier usage, with proactive alerting.
Hardware Management	Ability to remotely disable a device's hardware features, altogether or in specific conditions.	Platform Support (Advanced)	Support for additional mobile operating systems (webOS, Windows Phone, BlackBerry) and/or other hardware.
Help & Service Management	Help desk integration, end-user notifications, and remote-control capabilities.	Reporting (Advanced)	Business intelligence features, such as automated report generation and distribution.
Individual Liabile Support	Support for separating corporate data from personal data (e.g. selective data wipe).	Security Management (Advanced)	Advanced security features, such as jailbreak detection, verifying a remote wipe, and advanced encryption.
Integration	Integration with WLAN and other enterprise systems.	Self-Service	Automated self-service provisioning and problem resolution.

Each vendor offers a different feature set; concentrate on what you need

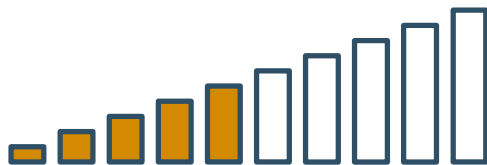
	Browser	App Portal	Hardware Mgmt	Help Desk	Individual Liable	Integration	Location	Performance Mgmt	Platform Support	Reporting: Advanced	Security: Advanced	Self-Service
AirWatch	●	●	●	●	●	●	●	●	●	●	●	●
BoxTone	●	●	●	●	●	●	●	●	●	●	●	●
Good Technology	●	●	●	●	●	●	●	●	●	●	●	●
McAfee	●	●	●	●	●	●	●	●	●	●	●	●
MobileIron	●	●	●	●	●	●	●	●	●	●	●	●
SAP-Sybase	●	●	●	●	●	●	●	●	●	●	●	●
SOTI	●	●	●	●	●	●	●	●	●	●	●	●
Symantec	●	●	●	●	●	●	●	●	●	●	●	●
Zenprise	●	●	●	●	●	●	●	●	●	●	●	●

● = feature present ● = feature present but limited ● = feature missing or severely limited

AirWatch gives you the best bang for your buck

Champion

Product: AirWatch
Employees: 250
Headquarters: Atlanta, GA
Website: www.air-watch.com
Founded: 2003
Presence: Private



Three-year TCO priced between \$25,000 and \$50,000

Overview

- AirWatch began with targeting large companies, but offers a cost-effective and scalable product that will appeal to businesses of all sizes.

Strengths

- Has many advanced features that other vendors do not, such as sophisticated browser control, location services, and complex reporting.
- SaaS options and a low price point make AirWatch ideal for small and medium businesses.

Challenges

- Basic security features are in place, but advanced security is not currently AirWatch's focus.

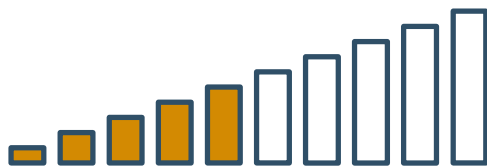
Info-Tech Recommends:

AirWatch had the lowest cost among the vendors we assessed, but also excelled in advanced features, making it a great value and an easy recommendation for most businesses.

SOTI Inc. has many powerful features, but make sure they work on the platforms you support

Champion

Product: SOTI MobiControl
Employees: 150
Headquarters: Mississauga, ON
Website: www.soti.net
Founded: 1995
Presence: Private



Three-year TCO priced between \$25,000 and \$50,000

Overview

- Canadian company SOTI is one of the few MDM vendors outside of Silicon Valley. With a large customer base and a long history in mobility, they are a strong company with a strong product.

Strengths

- Top-notch help desk features, such as advanced remote control technology.
- Intuitive user interface, especially when it comes to efficient group management and asset management.
- Advanced app management features, such as running scripts to install, set up, and train users on an enterprise app.

Challenges

- A history of focusing on Windows-based ruggedized devices means many advanced features are only on Windows Mobile, and support for other platforms is behind other vendors.
- Advanced reporting is not available yet, but will be featured in the soon-to-be-released MobiControl Version 9.

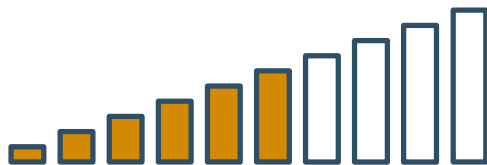
Info-Tech Recommends:

For Windows Mobile fleets and verticals using ruggedized devices, SOTI is ideal. Even for more general MDM, SOTI is making good progress and deserves more mindshare in that space.

Zenprise offers innovative features, but at what cost?

Champion

Product: Zenprise MobileManager
Employees: 80
Headquarters: Redwood City, CA
Website: www.zenprise.com
Founded: 2003
Presence: Private



Three-year TCO priced between \$50,000 and \$100,000

Overview

- Zenprise is a quickly expanding company that began by extending BlackBerry management, but now supports all major platforms with an innovative MDM solution.

Strengths

- On top of handling basic features well, Zenprise offers some innovative and unique capabilities. For example, context-sensitive policies can be activated only in certain time periods and locations.
- Top-notch help desk capabilities, such as proactive automatic troubleshooting, and an integrated knowledge base.

Challenges

- Price point is on the high side.

Info-Tech Recommends:

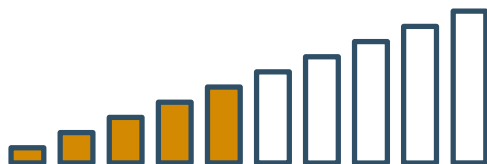
Zenprise has strong but flexible security, and some nifty new features that are not seen elsewhere. Decide whether or not the bells and whistles are worth the higher price.

BoxTone is a well-rounded MDM solution itself, but also integrates with other software

Innovator

Product: BoxTone Mobile Service Management
Employees: 130
Headquarters: Columbia, MD
Website: www.boxtone.com
Founded: 2006
Presence: Private

BoxTone[®]
Mobile Service Management



Three-year TCO priced between \$25,000 and \$50,000

Overview

- BoxTone got into the MDM game supporting large deployments of BlackBerrys, but now supports all major platforms in a comprehensive set of mobile management tools.

Strengths

- One of the most complete sets of features that we reviewed.
- Advanced reporting and business intelligence features; ideal for when quality of service and reducing TCO are a goal of MDM.
- Can be deployed on top of other MDM solutions for businesses with complex needs.

Challenges

- Sold as several modules rather than an all-in-one package, which increases the complexity of buying decisions. However, even module bundles remain cost effective.

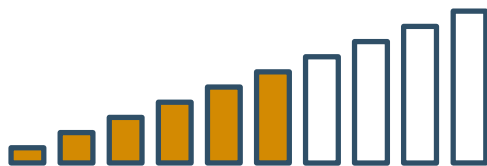
Info-Tech Recommends:

BoxTone's set of modules can be used to fill the gaps in an existing MDM deployment, but is also a complete and cost-effective solution on its own.

MobileIron just got into the MDM game, but already have one of the best solutions on the market

Innovator

Product: MobileIron Virtual Smartphone Platform
Employees: 160
Headquarters: Mountain View, CA
Website: www.mobileiron.com
Founded: 2007
Presence: Private



Three-year TCO priced between \$50,000 and \$100,000

Overview

- MobileIron is a newcomer, even by MDM standards. Despite a small company size and customer base, they have quickly become one of the most well-known MDM vendors.

Strengths

- A well-rounded set of basic and advanced MDM features.
- A focus on app management, with control over rogue apps and a sophisticated enterprise app portal.
- Offers an API for businesses with advanced integration and customization needs.

Challenges

- No SaaS offering yet, though one has recently been announced.
- More expensive than some competitors. Small and medium sized business may wish to consider more cost-effective solutions.

Info-Tech Recommends:

MobileIron offers a powerful and flexible product, and with a strong strategic focus, are likely to continue innovating as the MDM market evolves.

SAP-Sybase iAnywhere Afaria emphasizes a “set it and forget it” approach

Market Pillar

Product: SAP-Sybase iAnywhere Afaria
Employees: 53,513
Headquarters: Dublin, CA
Website: www.sybase.com
Founded: 1984
Presence: NYSE: SAP
FY10 Revenue: \$17.4B



Vendor declined to provide pricing information

Overview

- Recently acquired by software giant SAP, Sybase has stable backing and market share. Their MDM product, however, needs to innovate to keep up with smaller newcomers.

Strengths

- An emphasis on hands-off automation during provisioning, group management, and app deployment can cut down on IT department intervention.
- Sybase is actively working to rectify the limitations that afflict Android devices across all MDM providers.

Challenges

- The user interface is dated in comparison with other MDM vendors, but Sybase plans to update it soon.
- Limited support for managing BlackBerry devices.
- Lacks advanced features that are setting newer vendors apart.

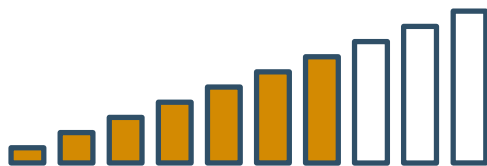
Info-Tech Recommends:

SAP-Sybase’s MDM offering does the fundamentals well, but does not have many flashy new features. Consider iAnywhere Afaria if no-frills mobile management is all you need.

Good Technology's approach maximizes security, but is costly in terms of price and end user experience

Market Pillar

Product: Good for Enterprise
Employees: Private
Headquarters: Redwood City, CA
Website: www.good.com
Founded: 1996
Presence: Private



Three-year TCO priced between \$100,000 and \$250,000

Overview

- Good is one of the most established and well-known providers of enterprise mobile applications. Starting with a focus on secure e-mail, Good is now positioned as a more general MDM solution.

Strengths

- Good's solution puts corporate data (such as e-mail) inside a container application, separating it from the device's native functionality.
- This approach is ideal for maintaining high security, especially when personal devices are allowed on the corporate network.

Challenges

- Walling off corporate data can create an awkward end-user experience. For example, entering a separate password to check e-mail may be seen as an annoyance.
- Good is lagging behind in MDM features that other vendors are implementing, such as integrated reporting and advanced performance management.

Info-Tech Recommends:

Good's unique approach to mobile device management is not for everybody, but for businesses requiring maximum control and security on personal devices, Good may be best.

McAfee's mobility manager is not their strongest product

Emerging Player

Product: McAfee Enterprise Mobility Management
Employees: 7000
Headquarters: Santa Clara, CA
Website: www.mcafee.com
Founded: 1989
Presence: NASDAQ: INTC (Intel)
FY10 Revenue: \$43.6B

McAfee®



Vendor declined to provide pricing information

Overview

- Recently acquired by Intel, McAfee is a strong company that is not likely to disappear any time soon. However, MDM is not their focus.

Strengths

- Self-service for both provisioning and issue resolution can prevent costly IT intervention.

Challenges

- Even basic features are missing or limited in comparison with competitors' offerings.
- Other McAfee products, such as their ePolicy Manager, are required for full MDM functionality.

Info-Tech Recommends:

If other McAfee products are already in use, McAfee's Enterprise Mobility Management will play well with them. Otherwise, there are better standalone MDM solutions.

Symantec offers only bare-bones mobile device management

Emerging Player

Product: Symantec Mobile Management
Employees: >17,000
Headquarters: Mountain View, CA
Website: www.symantec.com
Founded: 1982
Presence: NASDAQ: SYMC
FY10 Revenue: \$6.0B



Vendor declined to provide pricing information

Overview

- Symantec is well-known as a security software company, but MDM is not their main offering. It shows in their product.

Strengths

- Some advanced app management capabilities on supported platforms.
- Help desk and remote control features can be useful when IT needs to resolve problems from afar.

Challenges

- Symantec's advanced capabilities are only available on some platforms (particularly Windows Mobile). Android and iOS support is only recently implemented and still limited.
- Security is not included in Symantec's Mobile Management software. A separate package must be purchased if security features are needed.

Info-Tech Recommends:

Symantec offers a competent MDM solution, but unless Symantec security is already implemented, most organizations are better off seeking a more complete MDM product.

Identify leading candidates with the *Mobile Device Management Vendor Shortlist Tool*

The Info-Tech [*Mobile Device Management Vendor Shortlist Tool*](#) is designed to generate a customized shortlist of vendors based on *your* key priorities.

This tool offers the ability to modify:

- Top-level weighting of product vs. vendor criteria
- Individual product criteria weightings:
 - ✓ Features
 - ✓ Usability
 - ✓ Affordability
 - ✓ Architecture
- Individual vendor criteria weightings:
 - ✓ Viability
 - ✓ Strategy
 - ✓ Reach
 - ✓ Channel



Limited budget? Money not an object?
Change the weightings!

Info-Tech's shortlist tool will adapt to your organization's priorities.

Shortlist Preparation Worksheet

Assign each Evaluation Criterion a Client Weighting (light blue cells) from 0% (not appropriate for the project) to 100% (the only factor of consideration for the project). Client Weightings should sum to 100%. The Total cell will display green when the total equals 100%, and red when the total does not equal 100%. If the Total cell is not green (and does not equal 100%), please adjust the Client Weightings until the total equals 100%.

Vendors will be ranked based on the provided Client Weightings. A customized Vendor Landscape™ and Vendor Shortlist of weighted scores will be generated. Results are displayed on the Shortlist Generator tab.

Enterprise Name

[Enterprise Name Here]

Evaluation Criteria	Criteria Description	Info-Tech Weight	Client Weight
Vendor Weight	The relative importance of the vendor score in the overall evaluation.	50%	50%
Product Weight	The relative importance of the Product Score in the overall evaluation.	50%	50%
Total		100%	100%
Viability	Vendor is profitable, knowledgeable, and will be around for the long-term.	25%	25%
Strategy	Vendor is committed to the space and has a future product and portfolio roadmap.	30%	30%
Reach	Vendor offers global coverage and is able to sell and provide post-sales support.	30%	30%
Channel	Vendor channel strategy is appropriate and the channels themselves are strong.	15%	15%
Total		100%	100%
Features	The solution provides basic and advanced feature/functionality.	30%	30%
Usability	The solution's dashboard and reporting tools are intuitive and easy to use.	30%	30%
Affordability	Implementing and operating the solution is affordable given the technology.	20%	20%
Total		100%	100%

Limiting your platforms, or allowing any device in the door? Select a vendor accordingly

Vendors differ in which mobile operating systems they are best at supporting. Some even manage non-smartphone devices.

1 Mobile Platforms Managed

Android, iOS, and Windows Mobile Only

McAfee  **Symantec**

2 Cloud vs. On-Premise

Above, Plus BlackBerry, Symbian, and webOS

BoxTone  **Good** **Mobile Iron**  **ZENPRISE**

3 Main MDM Goal

Above, plus other assets (e.g. printers, scanners, laptops)

 **airwatch**  **SOTI.net**  **SYBASE**
An  **SAP** Company

Decide on a deployment method to narrow down viable vendors

SaaS deployments are initially more cost effective for smaller businesses, whereas on-premise deployments offer greater control.

1 Mobile Platforms Managed

2 Cloud vs. On-Premise

3 Main MDM Goal

On-Premise



Cloud



* Coming soon

What is your main reason for deploying MDM? Choose a vendor that serves your goals

Some MDM solutions excel at security, but others focus their efforts on asset management or reporting.

1 Mobile Platforms Managed

Security



2 Cloud vs. On-Premise

Asset Management & Support



3 Main MDM Goal

Reporting & BI



Appendix

Vendor Evaluation Methodology

Info-Tech Research Group's Vendor Landscape market evaluations are a part of a larger program of vendor evaluations which includes Solution Sets that provide both Vendor Landscapes and broader Selection Advice.

From the domain experience of our analysts as well as through consultation with our clients, a vendor/product shortlist is established. Product briefings are requested from each of these vendors, asking for information on the company, products, technology, customers, partners, sales models, and pricing.

Our analysts then score each vendor and product across a variety of categories, on a scale of 0-10 points. The raw scores for each vendor are then normalized to the other vendors' scores to provide a sufficient degree of separation for a meaningful comparison. These scores are then weighted according to weighting factors that our analysts believe represent the weight that an average client should apply to each criteria. The weighted scores are then averaged for each of two high level categories: vendor score and product score. A plot of these two resulting scores is generated to place vendors in one of four categories: Champion, Innovator, Market Pillar, and Emerging Player.

For a more granular category by category comparison, analysts convert the individual scores (absolute, non-normalized) for each vendor/product in each evaluated category to a scale of zero to four whereby exceptional performance receives a score of four and poor performance receives a score of zero. These scores are represented with "Harvey Balls", ranging from an open circle for a score of zero to a filled in circle for a score of four. Harvey Ball scores are indicative of absolute performance by category but are not an exact correlation to overall performance.

Individual scorecards are then sent to the vendors for factual review, and to ensure no information is under embargo. We will make corrections where factual errors exist (e.g. pricing, features, technical specifications). We will consider suggestions concerning benefits, functional quality, value, etc; however, these suggestions must be validated by feedback from our customers. We do not accept changes that are not corroborated by actual client experience or wording changes that are purely part of a vendor's market messaging or positioning. Any resulting changes to final scores are then made as needed, before publishing the results to Info-Tech clients.

Vendor Landscapes are refreshed every 12 to 24 months, depending upon the dynamics of each individual market.

Value Index Ranking Methodology

Info-Tech Research Group's Value Index is part of a larger program of vendor evaluations which includes Solution Sets that provide both Vendor Landscapes and broader Selection Advice.

The Value Index is an indexed ranking of value per dollar as determined by the raw scores given to each vendor by analysts. To perform the calculation, Affordability is removed from the Product score and the entire Product category is reweighted to represent the same proportions. The Product and Vendor scores are then summed, and multiplied by the Affordability raw score to come up with Value Score. Vendors are then indexed to the highest performing vendor by dividing their score into that of the highest scorer, resulting in an indexed ranking with a top score of 100 assigned to the leading vendor.

The Value Index calculation is then repeated on the raw score of each category against Affordability, creating a series of indexes for Features, Usability, Viability, Strategy and Support, with each being indexed against the highest score in that category. The results for each vendor are displayed in tandem with the average score in each category to provide an idea of over and under performance.

The Value Index, where applicable, is refreshed every 12 to 24 months, depending upon the dynamics of each individual market.

Product Pricing Scenario & Methodology

Info-Tech Research Group provided each vendor with a common pricing scenario to enable normalized scoring of Affordability, calculation of Value Index rankings, and identification of the appropriate solution pricing tier as displayed on each vendor scorecard.

Vendors were asked to provide *list* costs for MDM software, appliance, and support to address the needs of a reference organization described in the pricing scenario. For non-appliance solutions (i.e. software-only and virtual appliance architectures), physical or virtual hardware requirements were requested in support of comparing as-installed costs.

Additional consulting, deployment, and training services were explicitly out of scope of the pricing request, as was the cost of *enhanced* support options, though vendors were encouraged to highlight any such items included with the base product acquisition. The annual software/hardware maintenance rate was also requested, along with clarity on whether or not the first year of maintenance was included in the quoted appliance/software costs, allowing a three-year total acquisition cost to be calculated for each vendor's MDM solution. This three-year total acquisition cost is the basis of the solution pricing tier indicated for each vendor.

Finally, the vendors' three-year total acquisition costs were normalized to produce the Affordability raw scores and calculate Value Index ratings for each solution.

Key elements of the common pricing scenario provided to MDM vendors included:

- Five hundred devices (or users, where per-user pricing was used) being managed using the software.
- An on-premise solution. If additional hardware costs were required to run the solution (e.g. an appliance), then they were included in the cost.
- Basic support (eight hours a day, five days a week) for all three years. For most vendors, first-year support and maintenance were included with the initial purchase.