2015 North American Mobile Education Product Leadership Award
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Background and Company Performance

**Industry Challenges**

Paper and pencil has been replaced in many educational institutions by a screen and a keyboard. Though most kindergarten through twelfth (K12) graders may not have their own device for educational purposes, schools are embracing the benefits and adoption of technology within the classroom. Based on a recent survey of professionals in the education sector, Frost & Sullivan notes\(^1\) that certain advantages, including the productivity and customer experience improvements, boost of creativity and innovation, cost reduction, and staying ahead of the curve with the newest technology will push K12 and higher education institutions to invest in information technology (IT) services in North America.

As the breadth of products used in mobile education increases and more students adapt to digital learning, this poses certain challenges of device management, secure access, distribution of digital content, and empowering educators to control the use of these devices.

AirWatch by VMware received Frost & Sullivan’s 2014 Product Leadership Award. It brought mobile education to the forefront with AirWatch Teacher Tools. Now, AirWatch and VMware lead this new market with new features for AirWatch Learn, AirWatch Teach, and powerful configuration options through Apple, Google, and Microsoft as well as VMware with VMware Workspace Suite.

**Product Family Attributes and Business Impact of AirWatch by VMware**

Acquired by VMware in 2014, AirWatch enhanced its reach in the mobile education industry. Recognized by Frost & Sullivan in 2014 with its AirWatch Teacher Tools, AirWatch has taken it one step further by focusing on the rise of mobility solutions and the bring your own device (BYOD) trend. With advancements in its offerings, AirWatch seeks to integrate technology and learning seamlessly for K12 and higher education institutions.

**AirWatch Teacher Tools: Teach and Learn**

As schools continue to enhance learning with technology, the need for a seamless integration between IT and teachers brought forth the idea of AirWatch Teacher Tools\(^2\). With this platform, teachers and administration have complete control over the devices designated for their classrooms through one user-friendly platform. In this way, AirWatch is making the learning environment safer and optimized, reducing reliance on the IT administrators. Two applications make this possible: AirWatch Teach for teachers and

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\(^1\) See Frost & Sullivan’s *The Future of IT in Education: An End User Perspective, U.S., Europe, and Latin America*, (NE9F-01), September 2015

\(^2\) See http://www.air-watch.com/industries/education/teacher-tools/
AirWatch Learn for students.

**AirWatch Teach**

AirWatch Teach gives teachers and administrators peace of mind by addressing safety and efficiency concerns of technology in the classroom. Teachers have control over the websites students use by blacklisting or whitelisting. The ability to “lock” a student in a certain application or program prohibits the distractions that students may come across in a less secure technology vehicle. The “All Eyes Up Front” feature will direct students’ attention to the teacher by disabling all devices. AirWatch Teach enables digital content distribution at any time from the teacher and performance monitoring of all student devices, including battery information and passcode clearing. These unique features give any K12 educator the power to monitor, control, and use the technology in the classroom to the best of its ability, without relying on the institution’s IT department.

**AirWatch Learn**

AirWatch Learn allows for the collaboration between teacher and students. Students can customize application profiles and themes, saved to their own personal preferences. This is a unique feature that is advantageous in a classroom that has multiple users of one device. If a student is relying on one device for all classes, as may be the case among students in higher education (beyond K12), they can view all classes and search for the shared content by class.
Higher Education and Workspace Suite

Universities and other higher education institutions require a more complicated digital learning strategy, as students use a variety of devices for their digital learning processes. One student may have an Apple Macbook, while the other carries a Google Chromebook. This variation limits access to some programs and applications, and depending on connection or hardware abilities, may be out of reach for certain students. Furthermore, universities are spending countless dollars on siloed, integrated software systems addressing one department, class, or subject.

The acquisition of AirWatch by VMware brought AirWatch’s mobile capabilities into the VMware Workspace Suite. The Workspace Suite takes on these challenges to give higher education institutions the mobility solutions for digital learning with these key features:

- **AirWatch Enterprise Mobility Management**: Manages all mobile assets in one console
- **AirWatch Content Locker Collaborate**: Provides complete file sync and share with content distribution
- **VMware Horizon 6 Enterprise Edition**: Gives access to published applications and virtual desktops from a single integrated platform
- **VMware Horizon FLEX**: Ensures security, control and compliance of the corporate desktop while providing flexibility for BYO users
- **VMware Identity Manager**: Includes self-service app store, one personal sign-on, and policy enforcement for any app on any device

The headache of configuring, updating, and customizing each student’s device by the IT administration is over with the VMware Workspace Suite. Typically, students enrolled in higher education institutions have different class schedules and pursue different careers. Universities can no longer ignore the need for desktop and application virtualization.

**No Device Left Behind: Integrated Solutions for All**

VMware Workspace Suite manages devices using cloud, on-premises, or hybrid servers that enable the configuration of all applications and desktops through connected consoles managed by the institution’s IT administration.

For each individual device, AirWatch and VMware technologies together give the power of customization, from desktop to applications. Therefore, if a student has an older device but needs more sophisticated programs for their studies, they can simply receive everything they need through a workspace, delivered by the IT department on servers running VMware Workspace Suite. This supports the rapid trend of BYOD by enabling all devices to virtually carry the needed software and providing the constant access needed.
for distance learning, a familiar practice in higher education institutions. With respect to security, VMware Identity Manager protects each student’s workspace, and with the Horizon 6 Enterprise Edition, students can access files with prior authorization for any class or study they need, regardless of the age of their preferred device.

**Control and Stability throughout the Institution**

As with K12, higher education has concerns over security and access for its students and faculty. AirWatch moves to override these concerns with tightly integrated offerings such as:

- Browsing management through AirWatch Browser
- Email management with AirWatch Secure Email Gateway
- Application distribution management with the AirWatch App Catalog and customization with AirWatch Software Development Kit
- Content management with AirWatch Content Locker
- Self-service management portals

**Support from the AirWatch Team to Optimize Mobile Education**

AirWatch supports educational institutions with specialized teams dedicated to finding the next best thing in mobile solutions. Through strategic and complementary partnerships with big companies such as Apple, Blackboard, Samsung, and Xirrus, AirWatch is positioned to develop the next-generation solutions. The company commits to support all institutions, class sizes, locations, education levels, and course works with varying peer review capabilities and security and accessibility requirements.

Successful schools currently thriving with the mobile education solutions are the Coachella Valley Unified School District, Hebrew Academy of Long Beach, Medical College of Wisconsin, and St. Edward’s University.
Conclusion

Mobility and Bring Your Own Device is on the rise. Within kindergarten to twelfth-grade education and higher education institutions, paper and pencil are a thing of the past as laptops, tablets, mobile phones, and other devices become a preferred platform for education. Frost & Sullivan believes AirWatch Teacher Tools and Workspace Suite are revolutionizing digital learning. Hand in hand, learning and technology are paving a tech-savvy future for all.

With its product line reducing the reliance on the IT departments in schools and its mobile learning solutions bridging the gap between learning and technology, AirWatch by VMware earns Frost & Sullivan’s 2015 North America Product Leadership Award in the mobile education market.
Significance of Product Leadership

Ultimately, growth in any organization depends upon customers purchasing from your company, and then making the decision to return time and again. A comprehensive product line, filled with high-quality, value-driven options, is the key to building an engaged customer base. To achieve and maintain product excellence, an organization must strive to be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Understanding Product Leadership

Demand forecasting, branding, and differentiation all play a critical role in finding growth opportunities for your product line. This three-fold focus, however, must be complemented by an equally rigorous focus on pursuing those opportunities to a best-in-class standard. Customer communications, customer feedback, pricing, and competitor actions must all be managed and monitored for ongoing success. If an organization can successfully parlay product excellence into positive business impact, increased market share will inevitably follow over time.
Key Benchmarking Criteria

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated two key factors—Product Family Attributes and Business Impact—according to the criteria identified below.

Product Family Attributes
- Criterion 1: Match to Needs
- Criterion 2: Reliability and Quality
- Criterion 3: Product/Service Value
- Criterion 4: Positioning
- Criterion 5: Design

Business Impact
- Criterion 1: Financial Performance
- Criterion 2: Customer Acquisition
- Criterion 3: Operational Efficiency
- Criterion 4: Growth Potential
- Criterion 5: Human Capital

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology
Frost & Sullivan’s 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan’s research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.
Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan Awards follow a 10-step process to evaluate award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

<table>
<thead>
<tr>
<th>STEP</th>
<th>OBJECTIVE</th>
<th>KEY ACTIVITIES</th>
<th>OUTPUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monitor, target, and screen</td>
<td>Identify award recipient candidates from around the globe</td>
<td>Pipeline of candidates who potentially meet all best-practice criteria</td>
</tr>
<tr>
<td>2</td>
<td>Perform 360-degree research</td>
<td>Perform comprehensive, 360-degree research on all candidates in the pipeline</td>
<td>Matrix positioning all candidates’ performance relative to one another</td>
</tr>
<tr>
<td>3</td>
<td>Invite thought leadership in best practices</td>
<td>Perform in-depth examination of all candidates</td>
<td>Detailed profiles of all ranked candidates</td>
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<tr>
<td>4</td>
<td>Initiate research director review</td>
<td>Conduct an unbiased evaluation of all candidate profiles</td>
<td>Final prioritization of all eligible candidates and companion best-practice positioning paper</td>
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<tr>
<td>5</td>
<td>Assemble panel of industry experts</td>
<td>Present findings to an expert panel of industry thought leaders</td>
<td>Refined list of prioritized award candidates</td>
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<tr>
<td>6</td>
<td>Conduct global industry review</td>
<td>Build consensus on award candidates’ eligibility</td>
<td>Final list of eligible award candidates, representing success stories worldwide</td>
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<td>7</td>
<td>Perform quality check</td>
<td>Develop official award consideration materials</td>
<td>High-quality, accurate, and creative presentation of nominees’ successes</td>
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<td>8</td>
<td>Reconnect with panel of industry experts</td>
<td>Finalize the selection of the best-practice award recipient</td>
<td>Decision on which company performs best against all best-practice criteria</td>
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<tr>
<td>9</td>
<td>Communicate recognition</td>
<td>Inform award recipient of award recognition</td>
<td>Announcement of award and plan for how recipient can use the award to enhance the brand</td>
</tr>
<tr>
<td>10</td>
<td>Take strategic action</td>
<td>Once licensed, company may share award news with stakeholders and customers</td>
<td>Widespread awareness of recipient’s award status among investors, media personnel, and employees</td>
</tr>
</tbody>
</table>
About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit http://www.frost.com.