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ManageEngine Tackles Latest Mobile Trends at Mobile World Congress

- **BYOD, BYOA, NFC Management Features Added to Desktop Central**
- **BYOD enhancements include policy-driven device management**
- **BYOA capabilities monitor apps loaded on employees' personal devices**
- **NFC features manage near field communication on BYOD and corporate-owned devices**
- **Visit ManageEngine at Mobile World Congress in booth 8.1 E43**

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BARCELONA, Spain & PLEASANTON, Calif.--(BUSINESS WIRE)--

ManageEngine, the real-time IT management company, today announced that it launched critical, new mobile device management (MDM) capabilities at **Mobile World Congress**. Delivered as part of its desktop and MDM software, **Desktop Central**, the new features help IT organizations master the latest mobile trends including the accelerating "bring your own device" (BYOD) movement that is unleashing employee-owned devices and applications on corporate networks. The company will demonstrate Desktop Central in booth 8.1 E43 at Mobile World Congress, running February 25-28, 2013, at Fira Gran Via, in Barcelona.

The mobile juggernaut continues to pick up steam as mainstream enterprises enter the BYOD era. In turn, enterprise IT organizations find themselves under growing pressure to respond proactively and in real time to the security, bandwidth, asset tracking and other issues associated with managing employee-owned as well as corporate-owned devices. Meanwhile, BYOD momentum is fueling the related "bring your own application" (BYOA) trend in which employees use their own applications at work, posing still more security risks to enterprise data and resources.

"By just about every measure, mobile is exploding on the world stage, including the enterprise," said Raj Sabhlok, president of ManageEngine, a division of Zoho Corp. "As a result, we are seeing tremendous interest in basic as well as advanced MDM capabilities from enterprise IT organizations that want to get ahead and stay ahead of the mobile curve. We've invested quite a bit of development time in bolstering our core device management feature set as well as adding next-generation functionality such as BYOA and near field communication support."

ManageEngine Highlights at Mobile World Congress 2013

At Mobile World Congress 2013, ManageEngine will showcase the extended MDM capabilities of Desktop Central. Available immediately, the new MDM features enable IT organizations to maintain strict enterprise security standards while supporting the latest mobile trends. The new MDM features in Desktop Central include:

- **BYOD enhancements** that let IT departments automatically deploy policies based on device ownership, monitor devices for compliance with BYOD policies, alert IT staff to compliance violations and revoke access to network resources.
- **BYOA capabilities** include blacklisting and whitelisting of apps on BYOD devices, enabling IT staff to monitor and control the use of those apps.
- **Near field communication (NFC) support** detects if a mobile device has been NFC enabled and, if so, alerts the IT admin via email. Admins can also disable/enable NFC.

The new Desktop Central features complement the software's existing MDM features, including:

- **Android and iOS device support**
- **Security management**, including lock device, erase data, and more
- **Asset management**, including view certificates, profiles, restrictions and more
- **Configuration management**, including enable passcodes, impose restrictions, and more

Desktop Central also offers the industry's only integrated solution for IT teams looking for a single console to manage all of their end users, whether using mobile or traditional devices. Similarly, Desktop Central offers tight integration with ManageEngine's **ServiceDesk Plus** to ensure mobile devices are woven into a common IT help desk.

Pricing and Availability

The new BYOD, BYOA and NFC features are available immediately in the Desktop Central 8 MDM add-on module. Prices start at \$10 per computer annually for the Desktop Central Professional Edition. The MDM add-on module support is available on all the editions, and prices start at \$15 per device annually. The Free Edition of Desktop Central manages up to 25 computers and two mobile devices. A free, fully-functional trial version is available at <http://ow.ly/7R4ke>.

For more information on Desktop Central, please visit <http://www.manageengine.com/desktop-central/>. For more information on ManageEngine, please visit www.manageengine.com; follow the company blog at <http://blogs.manageengine.com>, on Facebook at <http://www.facebook.com/ManageEngine> and on Twitter at @ManageEngine.

Related ManageEngine Desktop Central News and Resources

- News: ManageEngine Fortifies Desktop Central with Android Device Support; <http://ow.ly/h2fPL>
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About ManageEngine Desktop Central

Desktop Central is web-based desktop and mobile device management software that helps in managing thousands of servers, desktops and mobile devices from a central location. It automates the complete lifecycle management of desktops and mobile devices from provisioning to retirement. For more information on ManageEngine Desktop Central, visit <http://www.manageengine.com/desktop-central/>.

About ManageEngine

ManageEngine delivers the real-time IT management tools that empower an IT team to meet an organization's need for real-time services and support. Worldwide, more than 70,000 established and emerging enterprises - including more than 60 percent of the Fortune 500 - rely on ManageEngine products to ensure the optimal performance of their critical IT infrastructure, including networks, servers, applications, desktops and more. ManageEngine is a division of Zoho Corp. with offices worldwide, including the United States, United Kingdom, India, Japan and China. For more information, please visit <http://www.manageengine.com/>; follow the company blog at <http://blogs.manageengine.com/>, on Facebook at <http://www.facebook.com/ManageEngine> and on Twitter at @ManageEngine.

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Tags: ManageEngine, real-time IT, Zoho, Desktop Central, ServiceDesk Plus, Mobile World Congress, mobile device management, BYOD, BYOA, MDM, NFC, near field communication, Android, iOS, smartphone, tablet, desktop management, service desk, help desk, cloud monitoring, virtualization, cloud, IT management, user experience monitoring, network management, server management

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Yes, how else could they be so rich?

No, they just have a leg up on everyone else

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