

# ManageEngine offers new mobility solution

Mobile devices can now be managed from a centralised dashboard

ManageEngine has announced the launch of Mobile Device Manager Plus, its enterprise mobility management solution. Targeting organizations that are adopting mobile-only and mobile-first IT strategies, Mobile Device Manager Plus provides a dedicated solution for tracking, managing and securing mobile devices from a centralised dashboard.

Mobile Device Manager Plus is a strategic response to the unrelenting growth of enterprise mobility and the ensuing rise of mobile-centric organizations. Forrester predicts the number of global smartphone subscribers will reach 3.5 billion by 2019, with smartphone penetration by population exceeding 50 percent in 2017 and reaching 59 percent by 2019, up from 28 percent in 2013. TechNavio forecasts global MDM market CAGR

will be 25.4 percent between 2014 and 2019.

“Mobile devices are starting to drown out and replace PCs and laptops on corporate networks,” said Mathivanan Venkatachalam, director of product management at ManageEngine. “We’re seeing that trend in our customer base, and we’re seeing it in the business world at large, in companies of every size. For many, mobile is the primary point of engagement — for employees, customers and partners, alike. In response, we’re putting mobility front and centre with the release of Mobile Device Manager Plus.”

Mobile Device Manager Plus decouples the mobile device management (MDM) features previously available only in the company’s Desktop Central application and presents



↑ Venkatachalam observes that mobile has become the primary point of engagement for many people.

them in a mobile-only solution. While MDM is still available in Desktop Central, Mobile Device Manager Plus is geared for organizations that need to manage their mobile devices but have no need to manage traditional PCs or laptops.