

Mobile IQ: Visualizing Mobile Big Data for Security & Productivity

Organizations continue to invest in mobility for all the right reasons — boosting productivity, enhancing customer service and giving employees more work flexibility. The expectations for mobile initiatives are outdone only by the sheer size of the investment, with worldwide spending projected to hit \$1.89 trillion by 2020. At that point, there will be no more talk of mobile projects or mobile initiatives — use of mobile devices will be the norm, or simply put, mobile will be how business gets done.

Enterprises are, however, beginning to see some of the cracks in the foundation of their mobile strategies. In many instances, with limited understanding or visibility into what their mobile investment is delivering, IT managers search for anecdotal information to support their mobile-first approach.

The challenges are plenty, mobile workers use networks that IT does not control, with performance characteristics that are highly variable. Workers also depend on a complex connectivity chain that includes the device, hardware and operating system, wireless adapters, and an assortment of wireless networks to access applications. Lastly, mobile workers are frequently accessing corporate information after hours and are potentially connecting to unsecured or even malicious Wi-Fi networks when they do so.

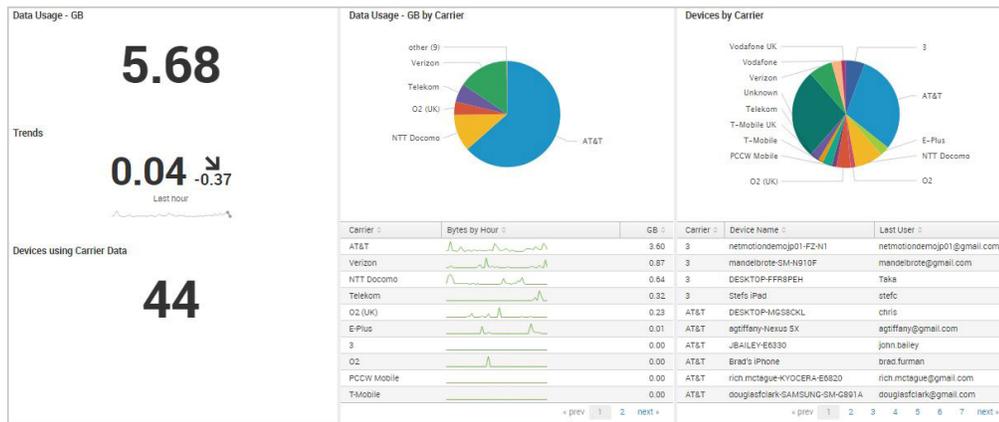


As enterprise mobile evolution continues, IT managers are discovering a treasure trove of data locked within each laptop, tablet and smartphone. Information on applications use, connectivity, networks, GPS locations; robust data points that if analyzed can give operational and business intelligence on one of the most crucial roles in any company – the customer-facing mobile worker.

This is the intersection where Mobile IQ exists. Turning the myriad of data points across hundreds to thousands of devices into visual, contextual dashboards that allow IT managers to analyze, understand, diagnose their mobile environment in ways that were previously impossible. Mobile IQ is the first solution able to give carrier-grade mobile user experience information and enable real-time device troubleshooting across any network – including both public and private.

Real-time data analysis and visualization of field operations

- Visualize connectivity, security, performance and behavioral information in reports and dashboards
- Detect and analyze security threats, and proactively correct them
- Make smarter operational decisions and improve user experience
- Program alerts to address field operation issues in real-time



Context-sensitive dashboards start with global views of mobile-environment performance, and allow IT and security teams to drill down and uncover patterns and insights. Within a few clicks they can determine whether issues are widespread, or confined to certain locations, devices or users.

Common IT challenges solved by Mobile IQ

Uncover usage patterns

- Spot bandwidth fluctuations that potentially indicate runaway data use by applications, users, devices or locations
- Uncover outliers that are consuming large amounts of bandwidth (such as streaming video), or inappropriately using metered network plans

Network security protection

- Identify devices that are misused, lost or stolen; infected with malware; bypassing security measures; or used for data exfiltration
- Know when users are connecting to rogue, unapproved or insecure hotspots

Device connection detection

- Detect connection failures due to misconfigured devices, hardware problems or failing access points
- Expedite troubleshooting and head off problems by spotting patterns of failures and drilling down to specific devices
- Discover devices that are failing connection tests+ and the locations where they are failing, and understand the likely root-cause

Asset utilization

- Uncover idle devices that can be decommissioned, hotspots that are rarely used, or devices with adapter problems that are triggering disconnects and overconsuming bandwidth
- Track data consumption over time to more-effectively manage costs

Monitor carrier performance

- Catalog and track connection failures, disconnects and data use by adapter type, and location over time
- Determine whether problems are network- or device-related, and whether the carrier network is delivering to the contracted service level

Understand network coverage

- Visualize Wi-Fi coverage, including Wi-Fi use over public or private hotspots that you don't directly control
- Pinpoint performance and stability problems in your internal Wi-Fi networks

Apply location intelligence

- Find lost or stolen devices by knowing where they were when they last connected. Ensure that devices are where they should be
- Detect devices with geo-location disabled, compromising security measures or corporate policies

Mobile IQ:

- Supports Android, Windows and iOS devices
- Is available on-premises, subscription or SaaS
- Deploys quickly and allows business units to begin visualizing and analyzing data in minutes

¹ The State of Mobile Enterprise Devices in 2016. An IDC Survey of Devices, Platforms, Decisions, and Deployments
² IDC, Worldwide Mobility Spending Forecast, 2016-2020