What is RMM?

Remote Monitoring Management commonly referred to as RMM is a platform designed to help managed service providers (MSPs) as well as IT service providers with remote monitoring and management of their customer PC's, laptops, servers, networking, and security infrastructure.

RMM technology gives MSP's and IT service providers the ability to manage more companies than traditional break/fix IT providers, and to do it so more efficiently. Through RMM, technicians can remotely install software and updates, administer patches, and more – and this can often all be done from a single, unified dashboard. Technicians can administer tasks simultaneously to many computers at once, and no longer must travel from office to office to handle routine maintenance.

What are RMM Services?

MSPs and IT service providers today are largely pricing RMM services using a flat-rate, monthly recurring revenue model. Pricing is usually based on the number of devices and services included, with tiered packages priced at graduated levels. A la carte pricing for additional services allows customers to choose specific offerings that work best for them. For instance, on-site customer support may be offered as an extra fee.
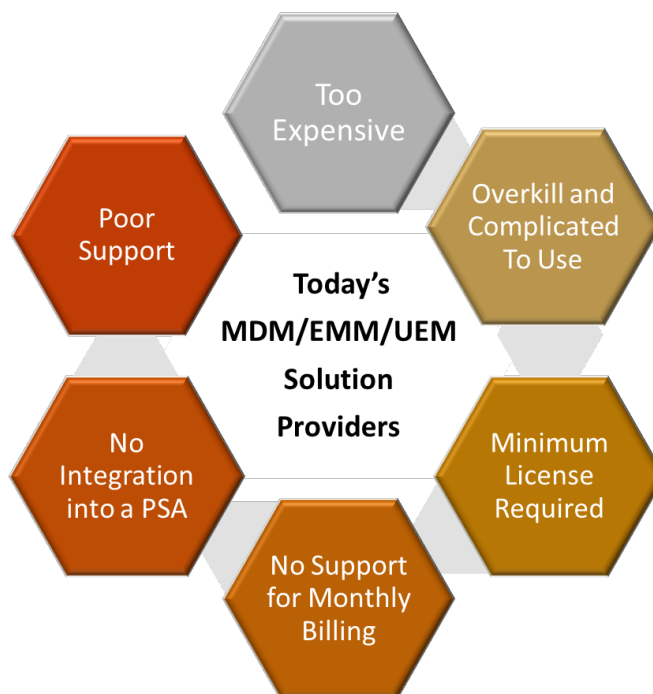
MSPs and IT Service providers must also determine whether to employ a "per-device" or "per-user" pricing structure, which charges clients a fixed price for managed services based on either the number of devices or the number of users in a given environment. Both approaches have their own respective pros and cons.

Why MobileRMM™?

Mobile device usage has increased annually in the SMB market to the point that each one of your customers likely has as many smartphones and tablets as they do desktop and laptop PC's. In some cases, your customers have begun to ask you about managing their mobile devices or have an MDM solution in place that has not worked out for them and have come to you for advice.

To start with, your current RMM solution does not provide any RMM functionality for mobile devices specifically smart phones and tablets. RMM platforms provide functionality for laptops, servers, networking, and possibly other types of hardware and software. Monitoring and managing smart phones and tablets is very different and requires a different set of functionality that deals with interfacing with the management functionality that Apple and Google have given their iOS and Android operating systems.
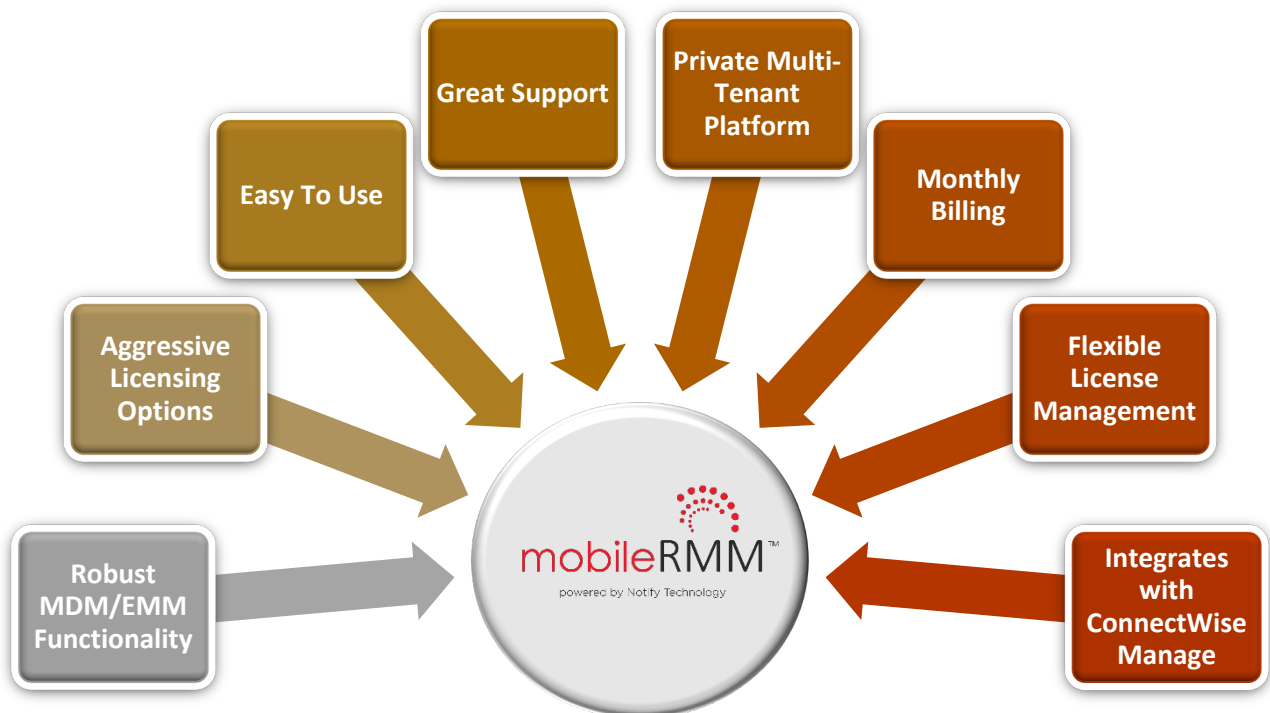
We have talked to many MSP's and IT service providers that have researched and possibly even evaluated one or more mobile device management (MDM/EMM/UEM) solutions. Over the past years, the issues and concerns shown below with popular MDM/EMM/UEM solutions have caused many MSP's and IT service providers to sideline their desire to venture into offering a mobile managed service.

After spending time analyzing the issues and concerns from a number of MSPs and IT service providers as to why they have not gotten more involved in managed mobility, we began to realize that product functionality was not the main issue of concern. Furthermore, every MSP and IT service provider we had discussions with reaffirmed their disappointing experience with MDM/EMM/UEM products and their providers. It was their suggestion that if Notify was going to be successful in selling a mobile management solution to MSP's and IT Service providers that we not use the term "MDM" in any new offing as it had left MSP owners disappointed and frustrated in the past.

The challenge for Notify would be how to transform its current MDM/EMM product, positioning, and marketing message based on the feedback learned from MSPs and IT service providers.

With a clear understanding of what MSPs and IT service providers needed Notify began to craft a set of options that would become the foundation of its new Partner offering to both groups. With their advice, Notify decided to use the RMM term best understood by both groups and add the designation of Mobile thereby creating the term Mobile RMM for smartphones and tablets.

MobileRMM™ Functionality

Mobile RMM functionality is focused on what management and control is given by the OS manufacturers which is very different than traditional RMM functionality for laptops, desktops and servers as shown in the diagram below:

Dashboard Services	Systems, Security & Policies	Application Management	Real-Time Statistics & Location	Compliance Alerting, & Reporting	PSA Integration
Device Enrollment	Apple Business Manager - DEP	Support for Required and Recommended Apps	Device Type OS Version Ownership Policy Battery Life	Policy Enforcement	Billing
Policy Creation	Android For Enterprise EMM		Memory Level Signal Strength	User & Device Restrictions	Trouble Ticket Support
User Monitoring	COPE & BYOD Support	Web Clips and Short Cuts	Roaming Encryption Status	Jailbreak Detection	Device Inventory
Help Desk	Network Authentication	Blacklist/Whitelist	Location & History Geo Fencing Data Usage	Alerting & Oversight	Automated Daily Updating of Device Configuration
Role Based Administration	Encryption/ Password/Lock/ Wipe Controls	Apple Business Manager - VPP	Export of Data Pre-defined Reports	Various Reporting Options	Supports ConnectWise Manage

What are MobileRMM™ Services?

MSP's and IT service providers will have the options to offer mobile RMM in a variety of ways. Some will offer mobile RMM as a licensed solution for smart phones and tablets to their installed base or potential new customers. Some will bundle the mobile RMM service into their overall managed services offering so that all devices laptops, desktops, smartphones, and tablets used by employees are included in their service offering. Some will replace their current customers or potential new customers legacy MDM/EMM solution with their newly adopted mobile RMM solution thereby giving their customer a single provider of managed solutions and services for all their IT needs.