

WHITEPAPER

# Why Choose MobileRMM™

What Managed Service Providers need to know when choosing a Mobility Management Solution that supports both iOS and Android.

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## 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. You are now being asked by your customers what products and services you can provide them for mobile device management.

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 iOS and Android smart phones and tablets is very different and requires a different set of functionality that deals with supporting the management interfaces required by Apple and Google.

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, their issues and concerns 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 on their own.

Many of the same issues concerning license cost, minimum license requirements, monthly billing, lack of PSA integration were mentioned in all of our discussions with MSP and IT service providers. Many commented on the conflict created by some of the MDM vendors as they now have evolved into providing UEM support for laptops and PCs which overlaps the MSPs basic RMM tools for supporting PCs and laptops.

We have also heard from many MSPs that they started with an Apple only MDM solution or an Android only MDM solution and are now looking to find a solution that supports both iOS and Android smart phones and tablets.



## Challenges with Today's MDM Solutions



After spending time analyzing the issues and concerns from many 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.

## What Notify Technology Provides



## MobileRMM™ Functionality

MobileRMM™ functionality is focused on what management and control is given by iOS and Android 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 & Recommended Apps	Device Type OS Version Ownership Policy	Policy Enforcement	Billing
Policy Creation	Android for Enterprise EMM	Web Clips & Short Cuts	Battery Life Memory Level Signal Strength	User & Device Restrictions	Trouble Ticket Support
User Monitoring	COPE & BYOD Support	Blacklist/Whitelist	Roaming Encryption Status Location & History	Jailbreak Detection	Device Inventory
Help Desk	Network Authentication	Apple Business Manager - VPP	Geo-Fencing Data Usage Export of Data	Alerting & Oversight	Automated Daily Updating of Device Configuration
Role Based Administration	Encryption/Password/Lock/Wipe Controls		Pre-Defined Reports	Various Reporting Options	Supports ConnectWise Manage (more integrations to follow)

## Notify MobileRMM™ Partner Program Benefits

- Dedicated Multi-Tenant Platform for MSP Partner
- Initial MobileRMM™ Product Training
- Ongoing product support by phone or email
- Periodic Product releases for new features and/or maintenance
- Introduce MSP to iOS and Android Device Management Functionality
- Support with on boarding your first customer(s)
- Sales support with potential new customers if needed by MSP
- Consultative resource to an MSP on Mobile Managed Services regarding pricing and best practices for your customers
- Aggregate Volume based pricing

## Why Choose Notify?

Notify is a highly experienced ISV focused on developing a mobile management solution for MSPs and IT service providers. Notify's mission is to provide MSPs and IT Service providers with an additional managed service to increase their revenue per customer as well as provide opportunities for new customer acquisition and retention. Notify's MobileRMM offers a comprehensive set of functionality for iOS and Android device management while its Partner program will provide all the essential support elements needed by an MSP or IT service provider to offer a mobile managed service.

For more information about Notify's MobileRMM™ and Partner Program, email [sales@notifycorp.com](mailto:sales@notifycorp.com) or call **(234) 228-7100**.



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