

## Any app. Any device. Always secure.



AppSense  
MobileNow

### Key features:

- Mobile Device Management
  - 100% over-the-air user provisioning
  - Comprehensive device policies & privacy controls
  - Remote device configuration & profile management
  - Device jailbreak detection
- Mobile Application Management
  - Fine-grain security, policy & controls
  - Real-time policy enforcement - online & offline
  - Pre-populated & extensible app catalog
  - No application or OS customizations
- Secure email
  - Advanced DLP protections for native email
  - Fully secure 3rd party email
  - Real-time email block / revoke
  - One click provisioning
- 100% SaaS delivered
  - Instant, on-demand availability
  - Immediate feature & enhancement availability
  - Instant & on-demand scalability
  - 24x7 availability & performance monitoring

### Key benefits:

- Enhanced productivity of employees with flexibility to use personal devices
- Security and control that isolates corporate apps and data on personal devices
- Granular enforcement of app, data and device policies
- Native app and device experience for end-users
- Frictionless experience for end-users

### About AppSense

AppSense, the people-centric computing company, is the leading provider of user virtualization technology that transforms organizations into productive mobile workforces securely governed by IT. AppSense enables companies to embrace consumerization in the enterprise by independently managing all aspects of the user experience across mobile devices and desktops. Our user virtualization technology reduces IT complexity and improves the deployment, management and migration of multi-platform desktop and mobile environments. The company is headquartered in New York, NY with offices around the world. For more information visit [www.apsense.com](http://www.apsense.com)

### BYO-X with MobileNow: IT control. User freedom.

AppSense MobileNow is the first and only solution that solves the complete bring-your-own-device, apps and data (BYO-X) problem for both IT and employees. It delivers real-time security and control, as well as simplified compliance for IT. And it offers a seamless experience with freedom of choice in apps, data, and devices for executives and employees.

The BYO-X issue has exploded far beyond mobile devices to encompass the apps and data employees insist upon using to do their jobs, which calls for a new, comprehensive solution. Unlike conventional MDM-only solutions, MobileNow doesn't require you to take complete control over and manage employees' personal devices, apps and data. And unlike proprietary "container" and SDK-based solutions, MobileNow doesn't limit users to only a small number of proprietary apps. What it does do is provide IT with the strongest, deepest policy controls possible while allowing you to extend the broadest flexibility for end users to work the way they want to.

BYO-X is here to stay and growing. AppSense MobileNow puts you out in front of the wave.

### Mobile Device Management

MobileNow provides full-featured, comprehensive MDM functionality that can be deployed seamlessly with or independent of the rest of the MobileNow suite. It enables you to exercise a wide range of device controls from completely open to highly secure and enforce device-level policies from a remote console without ever having to physically handle a user's device.

Once you have configured the administrator console, users are just a single click away from accessing all their business assets from their mobile device. User provisioning is 100% over-the-air. You can implement and manage comprehensive device policies complete with auditing. And you can remotely configure devices for Wi-Fi, VPN, email and other access.

### Mobile Application Management

MobileNow's MAM functionality enables complete application and data lifecycle management from provisioning until end-of-life. From a central console, you can define, set and push app, data, compliance and even location policies without ever touching an end user's device. You can segregate personal from business apps and data, whether built in-house or by third parties. No modification of application code or device operating systems is required. And all business app data is always fully AES256 encrypted. MobileNow never uses weak device-only encryption schemes that first generation BYOD solutions are fully dependent upon.

Once onboarded, users can access secure native applications from a customizable enterprise app catalog. Fine-grain controls enable you to enforce security policies at the individual application and data level. And you can restrict the offline use of any business application.



*MobileNow segregates personal from business apps and data and enforces robust policy controls in real-time.*

# AppSense MobileNow

## Product datasheet



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### Secure email

Email is the mobile application that end users depend on most to do their jobs – and the one in which they demand a seamless, native-app experience. MobileNow offers two solutions to accommodate different security level requirements – either of which can be deployed to enterprise users based on the required security posture:

■ **Native iOS email security** - MobileNow provides a secure and fully native email experience for your mobile users. It allows business email to exist securely side-by-side with personal email. For your users this means no hopping back and forth between business and personal email clients. And it enables you to take advantage of MobileNow's secure, native email policies including attachment encryption and data loss prevention, the ability to select specific attachment file types to encrypt and the ability to restrict sharing of attachments with only approved business apps.

■ **Secure email via third-party apps** - When your corporate policy or specific users who handle sensitive information require the strongest mobile email security, MobileNow provides secure, best-in-breed 3rd party email apps or it can secure a 3rd party email app of your choice. It incorporates all MobileNow's MAM controls and app policies into the third-party email application experience, including encryption of all associated data, complete data control for file sharing, copy-and-paste and other editing functions, and controls for "jailbroken" devices, OS versions, blacklisted apps, geo-location, offline access, authentication and launch restriction. And of course, MobileNow gives you the ability to block and revoke email usage at any time.

### 100% SaaS delivered

Only MobileNow combines a whole new level of MDM-MAM flexibility and control with all the advantages of SaaS deployment. That means no onerous on-premise hardware installation while providing 100% on-demand availability. You can be up and running in a matter of minutes. SaaS delivery also provides the scalability to seamlessly handle new devices, as well as instant system refreshes and upgrades. Above all, it allows a frictionless experience for end-users, one that resembles what they are already used to in obtaining commercial apps from consumer mobile app stores.

### The MobileNow 10X advantage

Unlike conventional MDM and MAM solutions, MobileNow not only has comprehensive device-level controls but also enables deep and broad inter-application controls and data encryption. IT administrators can set and enforce policies in real-time, from authentication to application file sharing to low-level data and memory-level operations. Conventional solutions do not have the technology nor the client-side architecture to support anything beyond a few allow/disallow policies restricted to individual applications. They do not have the ability to govern inter-app operations and cannot enforce any modifications to policies in real-time. In sharp contrast, MobileNow can govern how specific applications interact.

MobileNow enables real-time application policy changes to endpoint devices. When a policy change is made to an application via the MobileNow dashboard, it instantly propagates and is enforced on all devices where that application is installed without any end-user intervention required.

APP POLICY DATA

### Secure Application Policy Set

Used by 6 Apps: Mosier Mail, DataNow, Adobe Reader, Box, Dolphin Browser for iPad, OfficeEnterprise

Save Edit Clone Delete

Expand All Collapse All

► Health

▼ Authentication

Online launch authentication	Require PIN
Max password/PIN attempts	4
Require authentication on foregrounding	×
Authentication expiration time (minutes)	480
Allow single sign on	×

▼ Offline

Office launch	Disallow
Maximum office time (minutes)	30

► Restrictions

▼ Data

Data encryption	✓
Data copy (outbound)	Business Apps
Data paste (inbound)	Business Apps
File sharing (outbound)	Business Apps
File sharing (inbound)	Business Apps

*From a central console, you can define, set and push app, data, compliance and even location policies without ever touching an end user's device.*

### AppSense MobileNow features at-a-glance

#### Mobile Device Management

- Comprehensive device policies
- Remote device configuration (VPN, Wi-fi, email)
- Jailbreak detection
- Real-time policy enforcement & updates
- One-click end-user provisioning
- Privacy controls
- Detailed audit logs
- Certificate management
- End user self-service portal

#### Mobile Application Management

- Fine-grain app/data security, policy & controls
- Personal/business app/data isolation
- Application data encryption (AES256) & DLP
- Real-time policy enforcement - online & offline
- Pre-populated & extensible enterprise app catalog
- App authentication policies & controls (pin/pwd)
- App versioning, user targeting & access controls
- Application Single Sign On (SSO)
- App analytics, reporting & audit logs

#### Secure email

- Native iOS email security
- Secure email via 3rd party apps
- Advanced data loss prevention (DLP)
- Attachment encryption (AES256)
- Restrict attachment sharing
- Block or revoke user email
- Block email if jailbroken
- Restrict attachment sharing
- Isolate personal and business email
- Full ActiveSync support

#### Setup & administration

- 100% SaaS delivered
- One-click end-user provisioning
- 100% OTA & real-time policy enforcement
- ActiveDirectory integration
- 24x7 availability & performance monitoring
- Certificate management
- Comprehensive events and logs
- Reporting & analytics – users, groups, devices, apps
- Comprehensive in-line product help

### Find out more

For more details and a demo of AppSense MobileNow, visit [www.appsense.com/mobile](https://www.appsense.com/mobile). Find out how and why you can say "yes" to BYOD with complete confidence and enable employees to use their own devices, apps and data for optimal productivity.