

## The Forrester Wave™: Enterprise Mobile Management, Q3 2014

by Christian Kano, Tyler Shields, September 30, 2014

### KEY TAKEAWAYS

#### **IBM, Citrix, MobileIron, AirWatch by VMware, Good Technology, BlackBerry, Soti, Symantec, SAP, and Sophos Lead The Pack**

Forrester's research uncovered a market in which 10 vendors lead the pack. Trend Micro, Absolute Software, LANDesk, Kaspersky Lab, and McAfee offer competitive options. The Leaders balance OS, app, and data management functionality while providing flexible container options and productivity apps, and have demonstrated a strong vision and road map to help customers bring their PC and mobile management strategies together.

#### **Analytics, Intelligence Aggregation, And Policy Automation Create A Complex Environment**

More devices, platforms, applications, and data access mean a more complex environment for I&O pros to manage, and without additional headcount, skill sets, and other resources, you will not be able to support this environment. To overcome this challenge, you must use policy automation to help recapture time.

#### **Access The Forrester Wave Model For Deeper Insight**

Use the detailed Forrester Wave model to view every piece of data used to score participating vendors and create a custom vendor shortlist. Access the report online and download the Excel tool using the link in the right-hand column under "Tools & Templates." Alter Forrester's weightings to tailor the Forrester Wave model to your specifications.

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