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ENTERPRISE MOBILITY SPECIAL

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THE EMEA

A COLLECTIVE APPROACH TO
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The digitalisation of the consumer market has swept full force over the enterprise landscape as well, with businesses battling to keep up with changing trends in technology. A major factor in this move towards digitalisation is the prominent use of mobile devices in business. Everyone from non-essential employees to C-level leaders has access to and consistently uses either company-provided or personal smartphones and tablets to manage workflows, respond to e-mails, and schedule meetings. While the prevalent use of mobile devices has become a staple in companies large and small, it inevitably raises big concerns over the security of critical business data. Enterprise mobile management has therefore become a crucial component to creating safe, secure platforms to conduct business with the help of various mobile devices.



BASED ON THE COLLECTIVE TRENDS, CHALLENGES, AND OPPORTUNITIES IN THE ARENA OF ENTERPRISE MOBILITY MANAGEMENT, MEMBERS OF EMEA UNDERSTAND THE PAIN POINTS OF THEIR CUSTOMERS, BOTH INDEPENDENTLY AND AS A WHOLE



Forming a Strategic Alliance in the Market

Many companies have focused their energy on delivering enterprise mobility solutions to businesses spanning several industries, each with specific capabilities and reach. In an effort to combine the strength and expertise of several firms, the Enterprise Mobility Expert Alliance (EMEA) was formed

in 2015. As the largest group of enterprise mobility firms in Europe, the EMEA is comprised of businesses with years of combined experience in the field and a clear focus on improving the way business is done.

Philipp Klomp, Founder and CEO of Nomasis and a founding member of the EMEA, states, “With our history of working at various companies in the space, our members have had a strong business and personal relationship for years. The alliance was formed on this premise of relationships and expanded based on the synergies our companies have.” The EMEA currently consists of four founding companies, all of which are market leaders in their respective niches: Nomasis led by Klomp, CWSI led by Founder and CEO, Ronan Murphy, EBF led by Founder and Managing Partner, Marco Foellmer, and Mobco led by Founder and CEO, Ulrik Van Schepdael.

The idea of EMEA came about over a round of golf, where the leaders of each company noticed a common thread throughout conversations. Each had enterprise customers facing challenges in adoption, migration, integration, and implementation of mobility solutions that the firms were working on to manage and mitigate. With the rapid growth in the enterprise mobility market over the last decade and the countless number of vendors entering the market, the founders recognised that by coming together, they could better serve business customers by delivering a more comprehensive, efficient solution for mobility management. Klomp states, “We are not competing businesses, but instead play a role in delivering consultative services in the varied market sectors in which we specialise. Because we face the same challenges, as well as opportunities, the alliance allows members to share resources, knowledge, and information to best provide for enterprise clients.”

Clear Focus on Mobility Solutions

The EMEA delivers enterprise mobility management solutions to several industries, including government, military, banking, and financial services, through a network of vendor connections and globally known software and hardware

products. While each company in the alliance has its own way of meeting the needs of enterprise customers, there is a clear connection between quality and service deliverables across the board. Members of the EMEA have expert capabilities in mobile security, mobile application management, managed services, and cloud services. Together, the EMEA is able to provide comprehensive solutions around mobile security and IT consulting, integration, migration, support infrastructure, and end-user support. The alliance of member firms has brought together more than 2,000,000 mobile phone licenses and over 150 mobile IT and security experts from across Europe.

Based on the collective trends, challenges, and opportunities in the arena of enterprise mobility management, members of EMEA understand the pain points of their customers, both independently and as a whole. Klomp explains, “As the market continues to move at a rapid pace, businesses are forced to identify and manage several changes at once.

There are obstacles in managing enterprise content, enabling company-owned and user-provided devices, and maintaining the security of those devices and apps indefinitely.” The alliance firms recognise these potential pitfalls and work to design a comprehensive solution for businesses at any stage of their digitalisation process, based on their business requirements and preferences. Once a plan is in place, one or more of the alliance firms work to provide ongoing support to ensure data security, all the while considering factors such as cost and usability.

The EMEA members are all experts in MobileIron, one of the leading technology solutions for mobile device management. In addition to MobileIron applications, companies within the alliance also have a wide array of experience in top-of-the-line solutions for mobile threat protection, such as Lookout, and cloud-centric management and security platforms, such as AirWatch. Klomp shares, “The alliance is always focused on new products and technology and how those work in real business scenarios. We have the advantage of testing new solutions out first, sharing knowledge about their success with other members, and rolling out quality deliverables to enterprise customers.” Coming together as a larger force with vendors and solution partners gives the EMEA a strategic position in the marketplace, which ultimately benefits companies seeking out enterprise mobility services.

Fulfilling Business Needs in Practise

Since forming a mutually beneficial team of mobility management experts, the EMEA has experienced a great deal of success in delivering solutions to enterprise customers. Klomp shares that recently, a large international insurance company that has worked with his own company for over a decade was facing a challenge with its enterprise mobility management platform. The technical issue was causing operational headaches, and although the problem was directed to the vendor, there was no clear solution. Another member of the alliance had experienced a similar issue with a different customer in the past and knew the correct workaround, ultimately satisfying the need of the insurance company. Without the combined force of the EMEA, the customer may have been left with an EMM not fit for its business needs.

One of the ways the alliance is able to produce such impressive results for enterprise customers is its ability to quickly and efficiently share information. EMEA members are proud of the fact that all technicians working behind the scenes have the ability to talk with one another across company lines. This open communication is the backbone of the alliance and continues to provide opportunities for the member firms both independently and as a unit. Moreover, resources ranging from human capital to big data are used as required to serve customer needs, regardless of the company at the helm of the business relationship. Klomp explains that this unique synergy creates an environment of success, as the EMEA is quick to provide the best-

fit enterprise mobility management solution with fewer people and greater access to the resources each company needs.

The reputation the alliance has built comes from being open to new ways of doing business, while testing and adopting the latest technology solutions. Klomp states, “We aim to keep the strong relationships we have with enterprise customers by continuing to focus on service and quality of deliverables. To do this, the leaders of the member firms come together two to four times per year to discuss trends, obstacles, and the strategic vision we each have for the future.” At the most recent meeting of the minds, a roadmap was laid out focusing on managed mobile security services, automation of EMM, and how newer technology like IoT fits into the current landscape. In the upcoming year, the EMEA plans to deliver the best of the best to enterprise customers by combining insight on market trends with the reach and expertise of the alliance members. **CA**

