Notes taken April 5, 2015
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The County of Los Angeles is evaluating the next generation mobile platform for its workforce by considering either a cloud-based enterprise mobility management solution or an on-premises solution.

Installing and managing an on-premises enterprise mobility management solution takes a team of experienced professionals and isn't for the faint-of-heart or shallow-of-pocket.

According to the Gartner's latest report shown below, enterprises should always choose a cloud-based enterprise mobility management solution to meet the unprecedented agility, scalability and availability demand:

➔ **Choose a SaaS-Based Enterprise Mobility Management Model Whenever Possible**
Rob Smith and Charles Smulders (G00265522)

The public sector is also facing a big challenge for its workforce succession planning due to its large percentage of employees eligible for retirement.

What does your Workforce look like?

- o Greatest Generation – 2%

- o Baby Boomers – 48%

- o Generation X- 37%

- o Millennial/Generation Y – 12%

Cornerstone
O N D E M A N D *Empowering People*

According to Cornerstone OnDemand, in less than 4 years and a half, 50% of workforce in public sector will be Millennials due to the retirement from Baby Boomers.

Globo GO!Enterprise all-in-one solution is selected for an evaluation to verify whether it can meet the Gartner recommended criteria referenced in its report (G00265522).

Unfortunately, its container-based solution only supports on-premises solution.

Globo GO!Enterprise supports both cloud and on-premises solutions. It is comprised of MDM + MAM + MDAP + Container-based solution with a single glass of pane (Centralized management), and can address a Mobile Fragmentation issue and may bring the overall TCO down dramatically, instead of using multiple specialized mobility solutions that usually turns out to be the most expensive mobile solution for the enterprise.

It provides the most complete enterprise mobility platform per Gartner: "Unique among its peers… GLOBO is a good fit for organizations looking for a single product that provides MDAP and EMM."

Globo solution can shorten the mobile app development and deployment cycles (Watch a live demo if possible)

Although Globo claims that it has mobile app development platform that can rapidly develop and deploy secure mobile apps using its GO!AppZone Studio which can develop any mobile app for any audience, its name is missing at the "Gartner Magic Quadrant for Mobile Application Dev. Platforms" report dated September 2, 2014 ID:G00261830.

Q1:   Since Globo lacks mBaas (See appendix A for your reference), what will I lose without mBaas?

A1:   Any organization must contact a third party for the connection (mBaas) to connect a client (UI) to backend systems such as SQL servers.

Q2:   Does a Mobile Bank online app require an mBaas (See appendix A for your reference)?

A2:   Yes. Often, a bank uses its own customized connector to access the backend systems.

Q3:   Since IBM is a Globo partner, do Globo and IBM have a conflict interest at MDAP?

A3:   Yes. A partner and competition will coexist.

Q4:   Tell me what are the dual persona solutions beyond Android that owns a global smartphone market share at more than 80% at the end of 2014? (Source: http://www.gartner.com/newsroom/id/2996817)

Note: I read one article yesterday afternoon that Android owes nearly 85% a global smartphone market share at the end of first quarter of 2015.

A4:   This is an Android patented feature. Dual persona, in a mobile management context, is the provisioning and maintenance of two separate and independent end user environments on a single mobile device (Source: http://searchconsumerization.techtarget.com/definition/Dual-persona)

Q5:   Since Globo supports both Cloud and On-premises solutions, does any enterprise still require to install a GO!Enterprise Server behind a Corporate firewall if a cloud is chosen for a mobile solution? See a picture below for a reference:

Typical GO!Enterprise Office Architecture
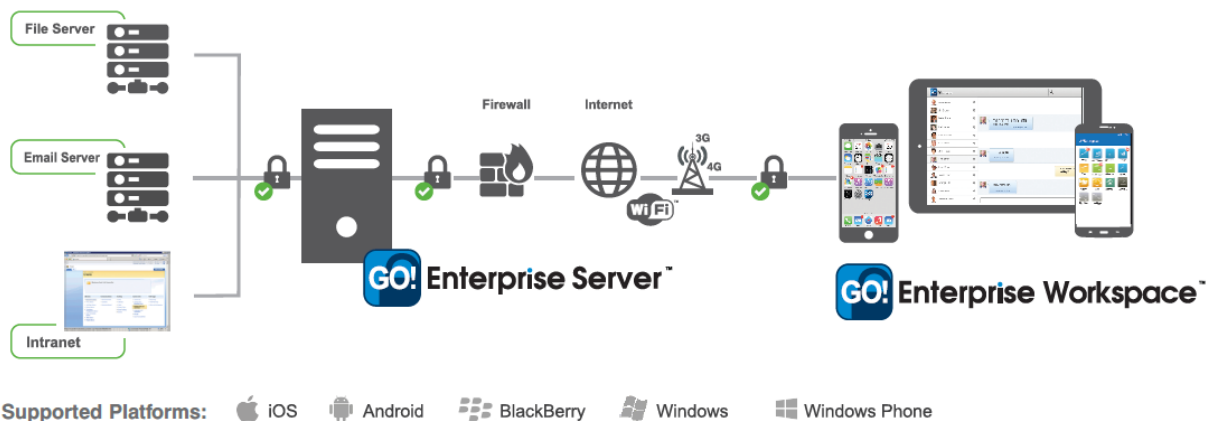
A5:   Globo MDM can support both cloud (SaaS) and On-premises solutions. However, Globo Container-based solution is an on-premises solution that requires a customer to install GO!Enterprise servers in DMZ or a Corp. Firewall.

Q6:   Tell me how GO!Enterprise servers support high availability and Scalability?

A6:   Multiple GO!Enterprise servers can be deployed together in order to support Scalability and High Availability. The scalability requires a Load Balancer (e.g., F5 Load Balancer)

Q7:   What's a reason GO!Enterprise's mobile application management does not provide support for a long list of public app store apps?

A7:   Globo does not understand what Gartner's statement in its latest report. Globo should be able to support many public app store apps.

Q8:   Does Globo GO!Enterprise include a license for its secure content management application, while its peers will charge it as an additional license?

A8:   The MDM and Container-based solution have two different licenses. Once a customer pays for a Container license, that's it! Unlike other competitors, a customer will pay this or that add-on licenses.

Q9:   Can you explain the difference between MAM and EMM, as shown in the following table titled "Use the Mobile App Mix to Choose an Enterprise App Store Strategy"?

Note: Enterprise Mobile Management (EMM) is a suite that comprises of **MDM + MAM + MCM + MWM** (visit https://go.apperian.com/Enterprise-App-Store-Strategy.html for a Gartner's report)

3/19/2015   Use the Mobile App Mix to Choose an Enterprise App Store Strategy

	Restricted Users			Unrestricted Users		
	Public Apps	Wrapped Third-Party Apps	Custom Apps	Public Apps	Wrapped Third-Party Apps	Custom Apps
Public App Store	Good	Not recommended	Not recommended	Good	Not recommended	Good
Web Portal	Not recommended	Not recommended	Good	Not recommended	Not recommended	Good
MADP	Not recommended	Strong	Strong	Not recommended	Good	Good
MAM	Strong	Strong	Strong	Strong	Strong	Strong
EMM	Good	Strong	Strong	Not recommended	Not recommended	Not recommended

○ Not recommended   ◑ Good   ● Strong

Source: Gartner (June 2014)

A9:   No. I cannot.

Q10   At this time, Globe does not support App Wrapper. I thought App Wrapper is a part of MAM. Could you shed light on it?

A10:   It is true. However, App Wrapper is on a Globo roadmap.

Q11:   Since Globe ShowTime is MADP, can you tell me why Gartner does not mention Globo's name in its latest Magic Quadrant for Mobile Application Development Platforms dated 2 September 2014 ID:G00261830?

A11:   Let me ask my vice president for the answer.

Q12   What is the number of connections concurrently per server regarding MDM and EMM solutions?

A12:   A Globo EMM server supports approximately 1000 devices concurrently since EMM packaging is heavier as it deals with more tasks such as Email, PIM (contacts, calendars& tasks), while a Globo MDM server can support 5,000 to 20,000 devices concurrently. Visit the link below for details:

http://www.globoplc.com/inst/globo/gallery/DC/Documentation/goenterprise/ServerScalability/NetHelp/Documents/pdf/GO!Enterprise%20Server%20Scalability%20Guide.pdf

Q13   Does GO!Enterprise server support Cluster? If so, does the cluster support Active/Active or Active/Passive?

A13:   It will not support the cluster.

Conclusion:

Globo GO!Enterprise unified enterprise mobility platform comprises of four components: 1) MDM; 2) MAM; 3) Secure Workspace, a container-based workspace and 4) MDAP (Globe AppZone Studio).

It is trying to address a mobile fragmentation in the current market by using a single platform.

Globo newly acquired Sourcebits (www.sourcebits.com) has developed more than 500 applications for multiple mobile, Web and desktop for worldwide application market. Therefore, its GO!Enterprise unified enterprise mobility platform has a good value in reducing TCO.

On the other hand, its solution does not support a cloud-based enterprise mobility management solution to meet the unprecedented agility, scalability and availability demand if an enterprise wants to use a container-based solution.

Challenges:

Although Globe AppZone Studio claims it can rapidly design, test and deploy mobile apps with its GO!Apps solution, its name is not in the latest Gartner Magic Quadrant for Mobile Application Development Platforms dated 2 September 2014 ID:G00261830.

Its containerized mobile solution does not support cloud (SaaS) in addition to its single point of failure for its on-prem server. That may cause concerns since many public sector agencies are seeking a cloud solution as much as possible. See L.A. CTO: We are actively upgrading city's IT in the cloud for details.

Any enterprises that are in or moving into the Microsoft Office 365 will also consider an alternative option that allows any organizations to leverage existing Microsoft investments by realizing many new Microsoft MDM capabilities released in Q1 2015 because

Microsoft promotes its dedication to "best-in-class mobile and cloud services" since its new CEO took office.

See a quote below from [Why Microsoft Didn't Make Gartner's EMM Magic Quadrant Report](#) for details.

"Microsoft's spokesperson said: "We value Gartner's expertise in enterprise services and they continue to be an important information channel and advisor as we build our roadmap for enterprise mobility."

"I see Microsoft as a freight train," he said. "They are very slow to start but once it is moving, you won't be able to stop them." (Source: Gartner Mobile and Client Computing Research Director Rob Smith told MSPmentor in an interview.)

Recommendation:

Follow the Gartner's recommended cloud-based enterprise mobility management solution to meet the unprecedented agility, scalability and availability demand.

Appendix A

mBaaS (Source: Gartner)

"IBM is becoming increasingly cloud-focused and will continue delivering cloud-based services for mobile throughout 2014. IBM also announced an agreement with Apple to deliver iOS-specific mBaaS services and to jointly develop more than 100 customizable mobile apps that leverage IBM's big data and analytics capabilities. This will complement its library of integration components."

Visit the link - [Use the Mobile App Mix to Choose an EAS Strategy](#)

Recommended Reading:

1. [Los Angeles Becomes First City in the World to Control Street Lighting Through Mobile & Cloud-Based Technologies from Philips](#)
2. [L.A. CTO: We are actively upgrading city's IT in the cloud](#)
3. Magic Quadrant for Mobile Application Development Platforms - September 2014 ID:G00261830
4. Use the Mobile App Mix to Choose an Enterprise App Store Strategy - 30 June 2014 ID:G00263707
5. Magic Quadrant for Enterprise Mobility Management Suites - Published: 3 June 2014

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