Mobile Performance Management

A critical component of mobile-first initiatives

Enterprises are moving to fully integrate mobility into their overall strategies. They quickly learn, however, that conditions on mobile networks are highly variable, in many cases difficult to troubleshoot and support. When consumers encounter poor connections, they can simply wait until a better connection becomes available. For the enterprise, poor connection performance negatively impacts the worker experience, decreases return on investment, and can jeopardize a business deal or even the success of the entire mobile project.

NetMotion's Mobile Performance Management software accelerates, optimizes and secures mobile-device traffic, empowering IT to deliver an unparalleled mobile user experience. Companies that adopt mobile performance management realize time-to-value in days, not months, by:

- **Recouping productive work hours for mobile workers and IT.**
- **Reducing operational expenses, data usage and overages.**
- **Reducing the frequency and accelerating the resolution of helpdesk tickets.**
- **Improving decision making based on improved business and operational intelligence.**

Mobile Performance Management software has long been used by enterprises and organizations that rely on wireless connections to get the job done. Examples include field service, transportation/logistics, aviation, healthcare, public safety and many others. As enterprises mobilize their workforces and encounter the inherent limitations of wireless networks, they are discovering the need for a Mobile Performance Management solution.

The Foundational Pillars of Mobile Performance Management

Traffic Optimization ensures applications and resources are optimized for weak and intermittent network coverage, and workers can roam freely between networks as conditions and availability change.

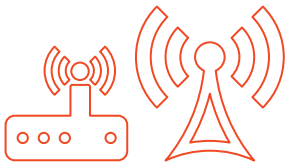
Adaptive Policies fine tune the mobile user experience, prioritizing applications and network access based on network, situation and location parameters specified by IT.

Performance Analytics and Diagnostics deliver constantly updated analytics on mobile user experience with devices, applications and networks. IT can make smarter decisions to tune and enhance user experience and productivity using this robust data. The ability to perform in-field troubleshoot is another valuable benefit.

Security through Software-Defined Mobility supports highly flexible and programmable secure access capabilities. IT can configure secure tunnels per-app or device-wide, securing access to enterprise applications and resources.

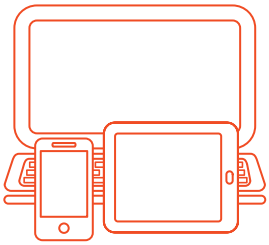
Any Environment

- Cloud
- Hybrid
- On-premise
- Virtual



Any Network

- Cellular
- Ethernet
- Satellite
- Wi-Fi



Any Platform

- Android
- MacOS/iOS
- Samsung
- Windows

Mobile Performance Management software overcomes the problems enterprises routinely encounter when they deploy mobile projects. Based on big data from their mobile deployment, the solution ensures decision makers are equipped with comprehensive business intelligence for more timely and more accurate decisions.

Exploding mobile data consumption. Data compression and acceleration sharply reduce unnecessary network overhead, and policies ensure that expensive cellular connections are used appropriately.

Unregulated application usage. Policies dictate which applications are allowed to use which networks; secure tunneling encrypts sensitive data as it traverses public networks.

Quality of data service and disconnects. The software maintains a virtual connection when the user encounters marginal connections or coverage gaps, and the user can continue to use applications through poor network conditions.

Responding to mobile support tickets. Making connections much-more reliable reduces the number of issues; however, when issues do occur diagnostics launch automatically to determine the root cause and restore worker productivity quickly.

Roaming within and between networks. Users can roam between Wi-Fi access points, from Wi-Fi to cellular, or between cellular networks without performing additional logins.

Poor experience with voice and video. Quality-of-service and traffic shaping give priority to real-time applications, and data acceleration makes voice and video usable over marginal connections.

Application performance problems. Optimizing and maintaining connections makes any application run reliably, including those that were not designed with mobile networks in mind.

Frequent user log-ins. The worker only has to sign on once, at the start of the workday, and the software handles subsequent log-ins transparently as the device switches between connections and networks.

Complement to Device Management Solutions

Enterprises routinely deploy Mobile Device Management (MDM) or Enterprise Mobility Management (EMM) solutions to manage configurations and updates to mobile devices. While these solutions manage the devices, Mobile Performance Management (MPM) manages the connections those devices depend on and provides detailed analytics and visualization tools on device performance and user experience. Enterprises that adopt mobile-first initiatives are quickly finding that the two solutions go hand in hand. Mobile access is not just an additional form of communication for workers, it is the fundamental way that business gets done. More than a tool for IT, Mobile Performance Management is a critical enabling technology and a cornerstone of delivering a truly productive mobile worker experience.

Essential Capability for Enterprise Mobility

As more enterprises go mobile, they will face the challenges of reliably delivering applications over the variable conditions encountered in mobile networks. Only Software-Defined Mobility — an approach used in thousands of mobile deployments worldwide — has been proven to deliver the same reliable performance, control and security that IT currently is able to exert over their wired networks.

Better Performance — Proven Returns

Mobile Performance Management delivers value in days, not months. After adoption, enterprises have seen results such as:

30 help-desk calls eliminated per day.

30% increase in daily field worker productivity.

43% reduction in operational expense.

30% decrease in overall data usage.

1.1 million productive work hours recouped annually.

Software-Defined Mobility

Effectively managing performance over networks over which IT departments have no direct control is clearly a challenge. To overcome it, Mobile Performance Management relies on a Software-Defined Mobility platform. A lightweight client on each mobile device and a server/controller in front of enterprise applications in the cloud or corporate data center gives IT control over the endpoints of the connection. Control over each endpoint gives IT programmatic control over the traffic that traverses the intervening wireless networks.