

AirWatch Unveils Comprehensive Device and Application Management Features for Windows Phone 8 Devices

ATLANTA – October 29, 2012 – AirWatch®, the global leader and innovator in mobile security, Mobile Device Management (MDM), Mobile Application Management (MAM), Mobile Content Management (MCM), Mobile Email Management (MEM) and BYOD management, unveils comprehensive device and application management support for Windows Phone 8® devices.

AirWatch provides complete mobility management solutions for Windows Phone 8 enterprise deployments and supports device and application management functionality.

“With the introduction of the Nokia Lumia 920 and Nokia Lumia 820, partnerships with important enterprise players like AirWatch will continue to make Nokia Lumia the most obvious choice for business.” said David Mason, Global Head of Business Mobility, Nokia. “Nokia Lumia brings innovative experiences that people love like wireless charging – so your phone is always charged – while Windows Phone 8 ensures IT administrators are confident the company’s data is secure.”

Device Management

- Require device encryption and disable SD card
- Configure passcode policies
- Install corporate and user certificates
- Configure Exchange ActiveSync profiles for multiple accounts and set sync schedule
- Capture detailed device information; including name, model, manufacturer, UDID and OS version
- Gain visibility into current carrier network, GPS location, device battery and memory levels
- Send Microsoft Push Notification Service (MPNS) messages
- Perform enterprise or full device wipe

Application Management

- Install and update internal apps
- View installed internal apps and versions
- Recommended public apps
- Deploy enterprise Company Hubs

“The release of Windows Phone 8 further represents Microsoft’s growing mobile enterprise presence,” said John Marshall, CEO, AirWatch. “Now, businesses can maximize existing investments in Microsoft technology and streamline mobile integration into their infrastructures. By leveraging the new capabilities of the platform, mobility is now an extension of the overall framework.”

[Watch a video](#) on AirWatch and Windows Phone 8.

About AirWatch

AirWatch is the global leader in mobile device security and management (MDM) systems, and, with 800 associates, is more than twice the size of any other MDM company. Having no outside capital, AirWatch is



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predominately funded by operating cash flow, resulting in an estimated install base four to five times larger than any other MDM provider. The largest customer base, combined with the largest research and development team in the industry, allows AirWatch to provide the broadest functionality at the lowest cost. This, combined with our scalable high-availability architecture, results in virtually every mobility project with more than 20,000 devices being managed by AirWatch. Examples of this market leadership include the top three companies in the Fortune 500 and eight of the top 10 retailers in the United States.

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