



MDM Buyer's Guide

Everything you need to know, from solution comparison, top-level core functions, checklist and ROI justification, will help you at every step.

What can you learn from this guide?

Is MDM the right solution for you?

We can help you clear this out by asking you series of questions. By determining your primary challenges and learning what MDM can provide, you'll be able to make an informed decision.

What should I look for in a MDM solution?

There's a lot to think about if you are looking to invest in an MDM solution to help manage your devices. We outline the most important criteria for you to evaluate, so you know what to look for when searching and comparing different products.

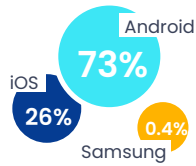
Can MDM actually help solve my problems?

Every solution focuses on different things. Even if MDM is the right solution, you still need to dive deep and learn how your problems can get solved and whether it's the best way for you and your business.

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Global Mobile Operating System Market Share



"The mobile device management market is expected to grow at a CAGR of **over 21%** during the forecast period."



By 2027, global mobile device management (MDM) market will reach **\$12.1 Billion**



The cloud based deployment is expected to witness a faster growth various enterprises, as it is being rapidly accepted by various enterprises.

What is MDM?

Businesses worldwide are transforming their operations using mobile devices to reach a wider audience and provide flexibility to employees and customers. But the devices also add operational complexity and workload for the IT teams, and many more challenges that could hold you back on reaping the rewards of investing in mobile devices.

That's where an MDM solution comes in. An MDM solution tool like **AirDroid Business** gives you everything you need to make monitoring, managing, and troubleshooting mobile devices more efficient than ever.

- **Device monitoring**

Using a dashboard to see all your enrolled devices, from screen, health status, data usage, detailed info, and location. You can also receive alerts based on device status.

- **Remote access**

Remotely gain access to a device by using remote control. It allows you to quickly respond to an issue and apply fixes to reduce device downtime, without sending anyone on-site.

- **App management**

Google Play Store: For GMS devices, you can securely distribute/deploy the right Store apps for them, allowing only pre-approved apps to be installed.

Private App Market: Create your own app library to effectively manage company-owned apps and ensure that employees, customers and partners can easily get updates no matter where they are.

- **Kiosk mode**

Customize your device interface and user access to apps, websites, or settings. Prevent frequent misuses and tampering.

MDM and other solutions

There is a lot of different device management and support solutions out there and it could be confusing. This chart will help you quickly grasp which type of solution is more suited for your needs.

	Primary usecase	Top features	Best suited devices
Mobile Device Management (MDM)	MDM is designed to monitor, manage, troubleshoot, lockdown, and track mobile devices. The primary goal is to minimize device downtime to keep services running.	<ul style="list-style-type: none"> • Device monitoring & alerts • Unattended remote control • App management • Kiosk Mode 	<ul style="list-style-type: none"> • Digital signages • Self-serve kiosks • POS systems • Customer devices • Company devices
Enterprise Mobility Management (EMM)	An advanced version of MDM plus MAM with the primary focus to configure employee devices and provision security policies around access to company apps, websites, and various resources.	<ul style="list-style-type: none"> • BYOD • Mobile apps management • Provision policies • User privacy 	<ul style="list-style-type: none"> • Company devices • Employee devices
Unified endpoint management (UEM)	UEM is an umbrella approach for managing an ecosystem of mobile, desktop, IoT, and other devices. Typically UEM has features from MDM and EMM, with the goal of integrating every platform and resource in a large organization.	<ul style="list-style-type: none"> • Multi-platform support • Identity and access control • Security and privacy • Device lifecycle, app, and content management 	<ul style="list-style-type: none"> • Desktop computers • Mobile devices • IoT devices • Wearable devices
Remote Support	Remote support's primary focus is to provide support for employees or customers, which usually requires permissions to access the devices.	<ul style="list-style-type: none"> • Screen sharing • Remote access • Remote camera • Tutorial gestures 	<ul style="list-style-type: none"> • Company devices • Employee devices



Overcome your challenges with MDM solution



An MDM solution is designed to help you manage your mobile devices and streamline all the different tasks and operations. If you can identify many of the challenges here, then MDM solution may just be the tool that you've been looking for.

Are these also your challenges?

Part 1: Device monitoring & management

- I need to monitor device status, screen, and other details in one place
- I need to track the data usage of my devices before they reach the limit
- I need to be notified ahead of time instead of reacting late
- I have lots of devices and need a way to organize them

Part 2: Device troubleshooting & support

- I need a way to remotely access devices without needing permission
- I need the ability to remotely control devices, but they aren't rooted
- I need to also communicate with the user while providing support

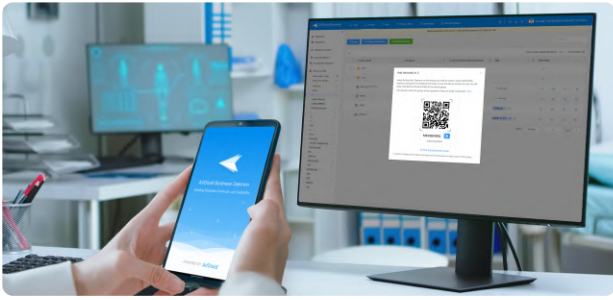
Part 3: Managing application updates

- We don't have a dedicated IT manager for managing app updates
- We want to push updates only to selected devices
- We want to deploy apps directly from Google Play Store

Part 4: Locking down devices

- I need to ensure only one app is running without existing
- I need to allow only selected apps or websites for access
- I want to prevent users from changing the settings
- I want to customize the device interface, such as the notification bar, lock screen, and home screen

How does MDM work?

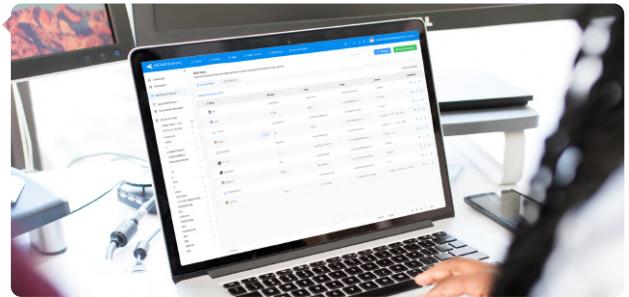


1 Deploy & enroll

Install the client apps on your remote devices and enroll them to your dashboard.

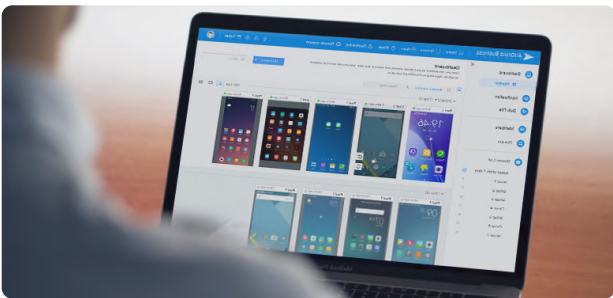
2 Manage

Group your devices, perform bulk operations, and enable device security.



3 Monitor

Monitor all your devices in a dashboard and receive alerts.



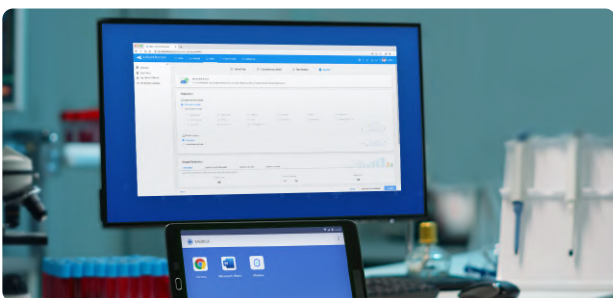
4 Remote access

Remotely get access to your devices and use remote control for troubleshooting.



5 Explore add-ons

MDM offers extended features like app management and Kiosk Mode for locking your device into the single app/multi-app mode or any specific websites.



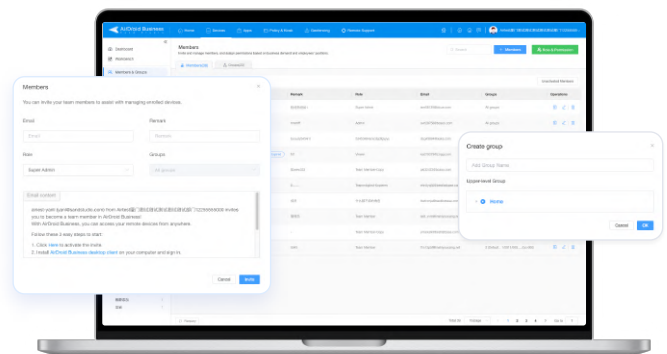
The MDM essentials and how they can help



Device management

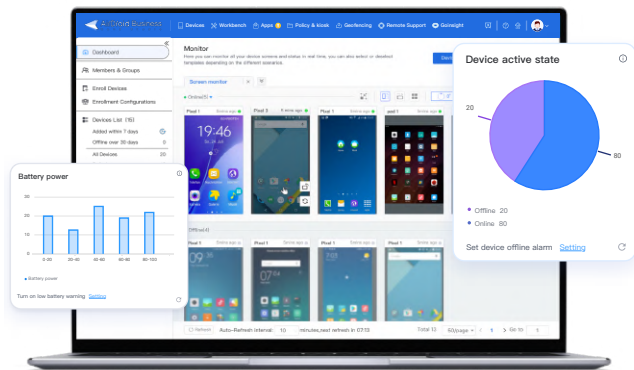
When it comes to managing your mobile devices, MDM makes it easy to organize, perform operations, and enable security to save you valuable time. This is extra helpful for businesses that manage hundreds of devices and need to find a way to reduce the difficulties and challenges that come with a growing deployment.

- **Enrollment** - AirDroid Business offers multiple options for you: You can enroll your devices via deployment code, auto-enroll package, device owner or Android Enterprise enrollment method.
- **Actions** - Designed to reduce the amount of repeated tasks for your IT team, including rebooting devices, turning devices' screens off, sending notifications, group transfer, adding tags, clearing app data & cache, launching the app in the foreground, Factory Rest and unenrolling devices.
- **Tasks** - You can create bulk tasks for selected devices to be executed at a specified time. And view the task logs in the Admin Console.
- **Security** - Enable two step verification for your members, provision device and feature access, non-compliant behaviors restriction, remotely lock/reset/reboot devices, and more to secure remote devices.
- **Kiosk mode** - By using kiosk mode, administrators can control which applications and websites are accessible to users, prevent tampering with device settings and other visits.



Monitoring alert & reports

When the number of devices continues to grow, the biggest challenge then becomes whether you are aware of your devices' status at all times. But how do you keep track and what kind of information are you able to get? An MDM solution with a monitoring dashboard designed for mobile devices allows you to see every home screen and track the most relevant information in a much more proactive way. Stay ahead of the game!

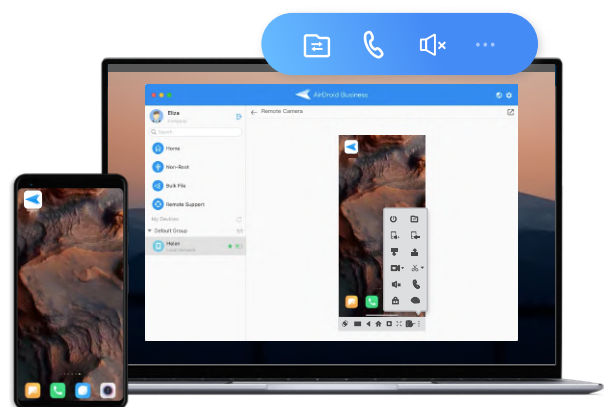


- **Device screen** – Sometimes you can easily tell whether a device is working properly by looking at the device screen. The monitoring dashboard lets you see all your devices in a device wall fashion.
- **Inventory & health** – Get details on hardware and software assets in one place. You can also track health indicators like online status, battery and storage capacity.
- **Report & analytics** – Get visualized summary of your important operations, such as data usage trends. You can filter by date range or devices to narrow down the scope of information.
- **Alert notifications** – Be preventive instead of reactionary. You can receive alert notifications based on more than 10 event triggers, so you can respond early to avoid things getting out of hand.

Remote access & control

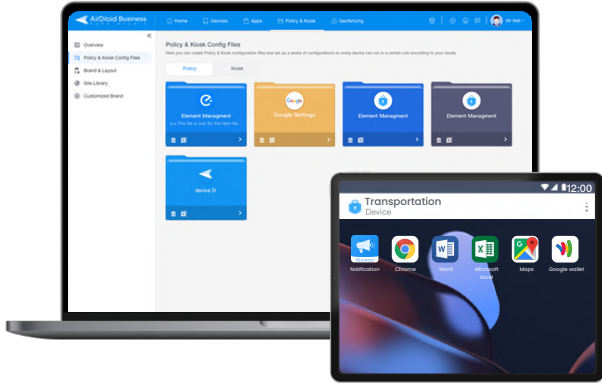
Most MDM solutions don't typically come with the ability to remotely control devices. AirDroid Business integrates device monitoring and remote troubleshooting in one solution, so whenever you see something wrong, you can immediately access the device and fix the issues right away.

- **Remote control** – The most powerful tool for providing remote troubleshooting and support for your devices. Gain access directly without needing to send someone on site.
- **File transfer** – Send documents, application, or multimedia files to a remote device. AirDroid Business also supports bulk file transfer, which lets you send files to multiple devices in one go.
- **View Mode** – Sometimes you don't need to get access to the device. View Mode lets you see the device screen in real time, so you can still know what's going on without controlling the device.
- **Remote camera** – Connect to a device's camera and see the view from your computer for multiple purposes, such as monitoring foot traffic or vandalism near your devices.



Kiosk mode

In some cases, a single application is all you need to provide a critical service or accomplish a task. AirDroid Business offers Kiosk Mode that locks your devices with a variety of customization options, including access to apps, websites, Wi-Fi networks, the power menu, and changing your device interface. Kiosk Mode is widely used by retail stores, schools, or businesses that need to create a productive and safe experience for their employees.

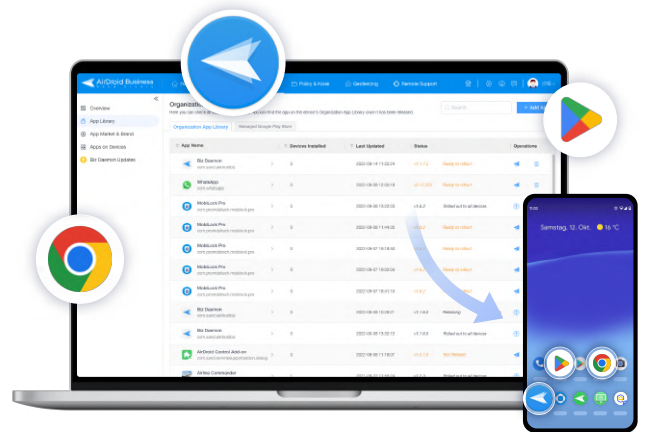


- **Single app or multi-app mode** – Kiosk Mode is a powerful tool that allows you to run one app or specific app groups and turn your Android devices into kiosks. This is a way to ensure that your services can stay uninterrupted.
- **Website whitelist**– For businesses who need to control access to unwanted websites, the website whitelist allows only selected websites to show. This helps increase security and productivity for employees or students.
- **Interface customization** – You can also customize many elements of the interface of your devices, including app icons, notification bar, lock screen, and more to reflect your branding presence.
- **Restrictions** – AirDroid Business' Kiosk Mode offers a wide variety of restrictions that you can apply, such as display options, access to hotspots and Wi-Fi networks, power menu, and many more.

App management

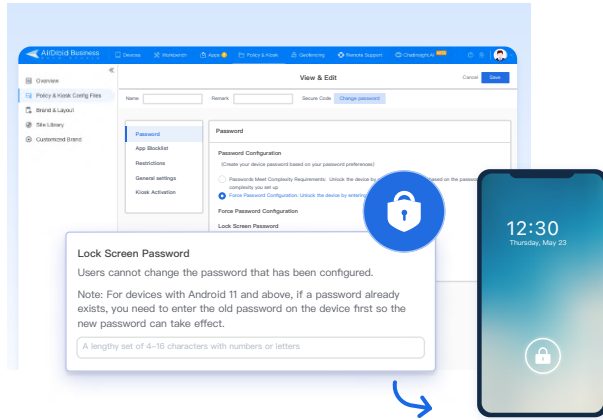
Apps are what power the core services for every business today. It's critical that your devices can easily and seamlessly receive new version updates or security patches. However, the task can be daunting if you don't have an IT team to run the operations. AirDroid Business offers an intuitive, fully automatic application management service that streamlines everything for you.

- **Publish app updates** – AirDroid Business eliminates the need for an IT professional to push updates to your devices. Everything can be configured in our dashboard and executed automatically.
- **Staged rollouts** – Use different criteria, such as device groups, device locations, or serial numbers to create custom rollouts catered to your needs. You can also run tests in smaller batches to avoid a system wide shutdown when something goes wrong.
- **Monitor progress** – After rolling out updates, monitor the progress in the dashboard, including the success rate, app version adoption rate, and more to help you have a bird's eye view on the entire deployment.
- **Enterprise app store/Managed Google Play Store** – These two solutions can help you manage, distribute and update apps to Android device groups in a safe and efficient way. Additionally, you can customize app permissions, update rules, and configure apps as needed.



Policy

Device security and compliance are the two major challenges faced by enterprises when managing corporate devices. The policy feature, which includes a set of configuration options for password, security, network, restrictions and apps, allows IT teams to enforce settings for devices. AirDroid Business covers all essential configurations to meet diverse needs and enables you to apply policies on managed devices in bulk.

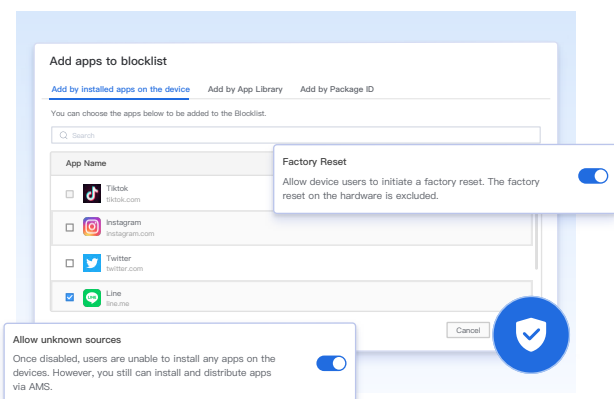
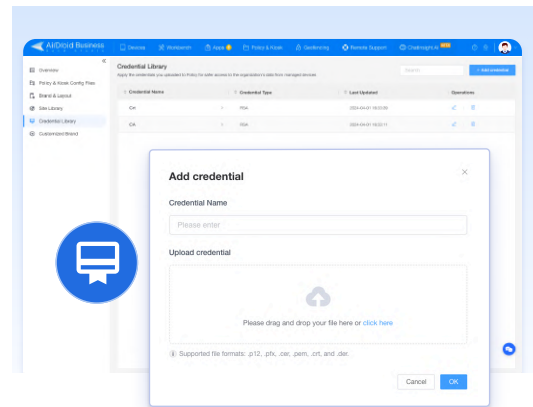


- **Password policy** – Set up rules on password complexity, length, expiration, and reuse. Require users to use passwords according to regulations. This can break employees' poor password habits and further reduce data breach risks. Besides, force password assignment, removing a password and Smart Lock are supported as well.

- **Certificate Management** – To elevate the security of corporate data, an extra protective layer for user access control is necessary. A certificate plays the role. It contains digital data to authenticate a user's identity.

IT teams can add, edit, view, and delete certificates. AirDroid Business supports the following types:

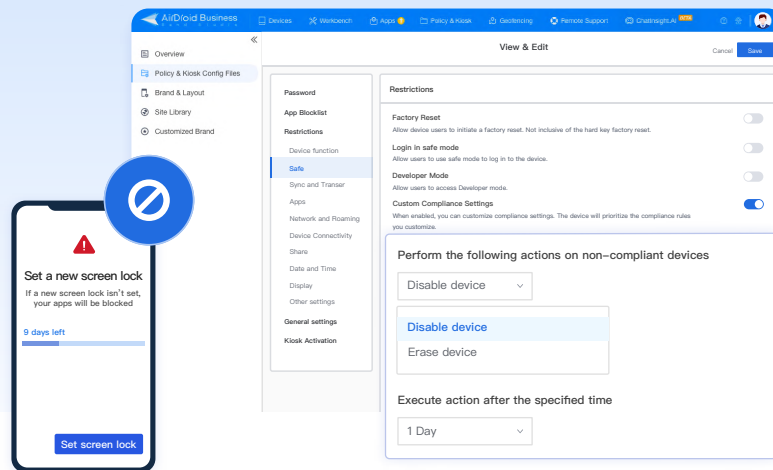
- Identity Certificate: used by apps or browsers, and used for CBA (Cert Based Authentication). Formats include .p12, .pfx.
- CA Certificate: used to verify the trust level of provided certificates. Formats include .cer, .pem and .der.



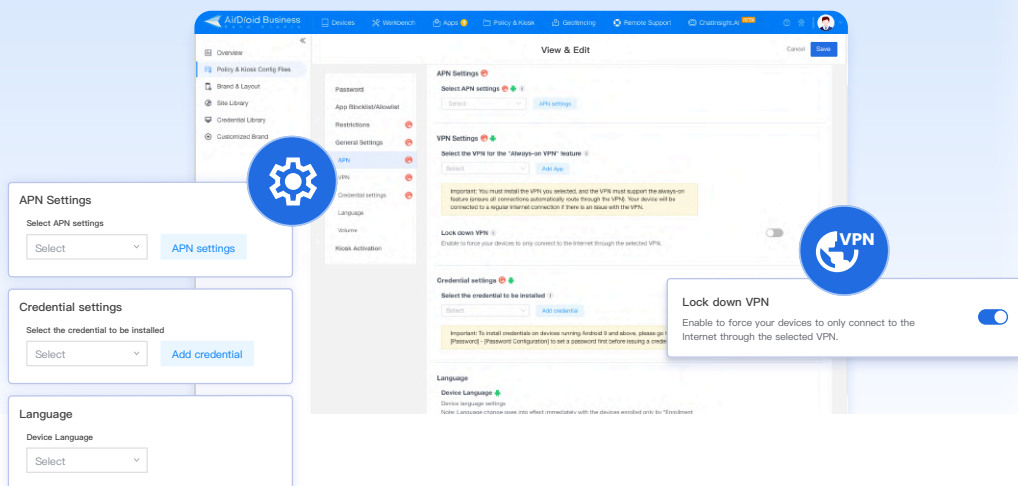
- **App blocklist & allowlist** – Lack of usage management in apps may lead to security and productivity issues. The app blocklist/allowlist feature is greatly helpful in specifying what apps can not or can be used on devices.

● **Restrictions** - When it comes to system setting restrictions, enterprises may find themselves with a multitude of distinct needs. This feature-rich option contains a series of settings, such as enable, disable, or configure certain system-related features. For example,

- System update
- Factory Reset Protection (FRP)
- Camera, lockscreen camera, screenshot, & microphone
- Allow adding/deleting Google accounts
- Uninstall app
- SIM card binding settings
- Mandatory storage encryption
- Custom compliance settings
- Safe mode
- USB file transfer
- Incoming & Outgoing call settings
- Screen timeout settings
- Factory reset
- Wi-Fi settings
- Developer mode
- Allow unknown sources
- Location settings
- Others



● **General Settings** - If you want to configure APN, VPN, credential, language, and volume for devices, utilize this feature to set up usage conditions. By leveraging this feature, devices can comply with the company's requirements.



Make sure you think about every angle



Adopting the right solution is critical to your future success. Plan the migration for the long-term and see if the solution is flexible and scalable so you can minimize any added complexity and unnecessary spending on resources

Evaluating your needs

Can the solution solve your problems?

- Do you need remote access and the ability to monitor devices?
- Are you managing a large deployment and require bulk operations?
- Do you need to remotely push app updates to devices in bulk?
- Do you need kiosk mode and lockdown your devices?

The type of devices you're managing

- Are you managing unattended devices and require full access without needing permission?
- Are you managing a customer's devices and only need to support them upon request? (permission needed)

What's your budget and how much can you invest?

- How much is the per device cost and is it within your budget?
- Can you only buy the features that you need to save cost?
- Can you upgrade your plan at anytime?

What's your IT operations look like?

- Do you have your own IT team for managing all your services?
- Do you need to frequently perform maintenance?

Justifying the ROI

“AirDroid Business provides one unified solution for monitoring, managing, and supporting your Android devices.”

AirDroid Business is a dedicated Android MDM solution for any types of field devices. We understand your business goals and our products and services are designed to help you save cost, increase efficiency, and reduce overall difficulty in managing an ever growing group of devices.



Time

AirDroid Business has very little learning curve and streamlines all the device management operations so you can accomplish your daily tasks in a few clicks.



Money

AirDroid Business offers flexible pricing plans, so you only need to buy the features that are the most relevant to you. You can also upgrade anytime, so there's no need to put up a big upfront cost.



Customer satisfaction

AirDroid Business offers a complete package for you to support your customers. Keep your customers happy without breaking a sweat.



Service uptime

AirDroid Business is designed to keep your devices and services up and running 24/7 by offering you tools to easily spot problems and fix them remotely. Protect your bottomline!

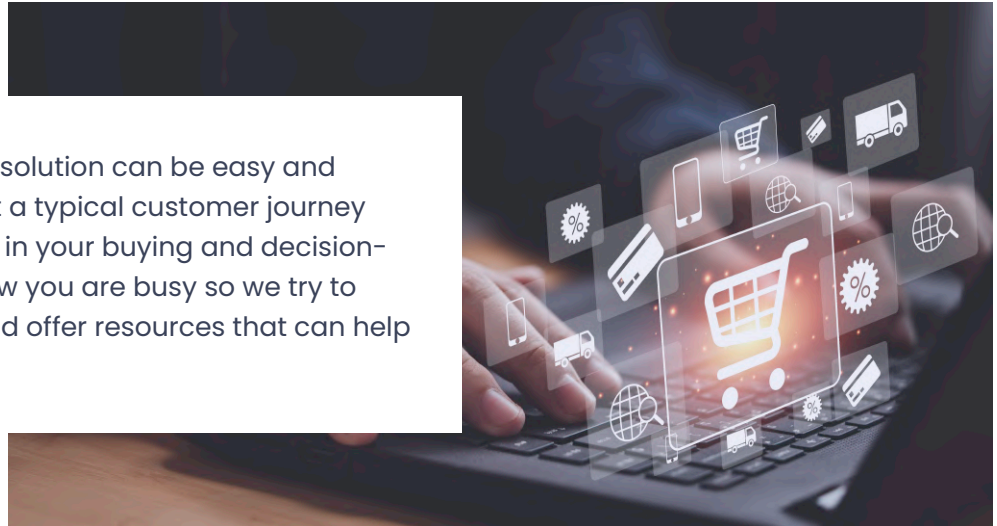


Customer service

AirDroid Business provides premium customer service to our business customers. You can expect to receive support directly from our team, instead of through other 3rd-party service providers.

Customer journey

Your search for the right solution can be easy and informative. We map out a typical customer journey where we can be helpful in your buying and decision-making process. We know you are busy so we try to consolidate the steps and offer resources that can help you cut down the time:



FIND AIRDROID BUSINESS

Any business that wants to improve its ability to easily and efficiently manage a network of Android devices can find AirDroid Business by visiting airdroid.com/business



REQUEST A FREE 15 – MIN PRODUCT DEMO

Schedule a 15-minute product demo with our team. Our MDM experts can help you get started by showing you how the solution works, plus a few tips for the next steps.



FREE TRIAL & TECHNICAL DISCUSSIONS

Deploy your devices and test out the features with our 14-day free business trial (comes with our Enterprise Plan with every feature enabled). Talk to our support team for any technical or deployment issues you may have.



DISCUSS PRICING PLAN & NEXT STEPS

Our team works closely with you to assist with any necessary pricing or deployment requirements. Discuss your timeline with us and we will provide advice best suited for your business needs.

The journey continues

Your journey goes far beyond just the initial purchase stage. Pricing isn't the only thing that matters, so do onboarding, after-sale support, continuous product updates and optimization, and many more.

When you're making a decision, you also need to consider whether a product offers scalability and willingness to improve as time goes on. Ask your MDM solution provider these questions:

- What does customer support look like after the sale?
- What's your product roadmap going into the future?
- How would you handle product feedback and improvements?

Next steps



Sign up

The easiest way to learn more about AirDroid Business is to try it out your self. Sign up for a 14 - day free trial and get access to every feature from our Enterprise plan.

[GET STARTED](#)

Demo

Talk to our MDM experts and see a 15 - minute live product demo. Have your questions answered and get advice on what you should do next to fast track your search for the ideal MDM solution.

[BOOK NOW](#)



Help Center

If you are already in the AirDroid Business family, then you can tap into a pool of help articles and setup tips. Learn how to fully utilize our tools so your work gets easier.

[LEARN MORE](#)



Whether you read this guide as a Mobile Device Management beginner or seasoned IT manager, we hope we're able to give you useful insights and tips to help evaluate the most ideal MDM solution to make your job easier.

- **Contact us:** sales@airdroid.com
- **Learn more:** airdroid.com/business



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