

Mobile Management vendors Compared



Enterprise mobility management (EMM) platforms help companies secure their mobile infrastructure, as well as control device policies and manage mobile apps, content, networks and services. EMM also plays a role in overseeing expenses related to communications services, mobile policies and identity management.

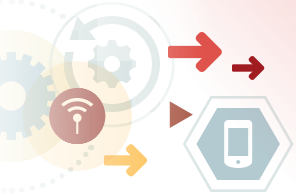
BY BOB VIOLINO

Just as MDM evolved into EMM, so EMM is evolving into unified endpoint management (UEM), a strategic approach that consolidates how enterprises manage an array of deployed devices including phones, tablets, PCs and even IoT devices. It delivers more reliable data into the state of devices and apps used by employees, as well as insight into identity and how hardware and apps are being used, all of which can be used to improve cross-functional workflows.

Our in-depth chart compares the features and functions offered by major EMM vendors including BlackBerry, Citrix, IBM, Microsoft, MobileIron, Sophos, SOTI, and VMware. You can scroll through the whole chart or click on a topic in the bulleted list below to go to that specific section of the chart. ♦

- **Deployment Options** (on-premises, cloud)
- **Mobile Platforms Supported**
- **Mobile Device Management** (selective wipe, disable camera, etc.)
- **Mobile Application Management** (sandboxing, remote app management, etc.)
- **Security** (app whitelisting/blacklisting, secure web browser, firewall, etc.)
- **Document/Content Management** (encrypted document container, secure email, etc.)
- **Network Management** (roaming cost control, device diagnostics, usage monitoring, etc.)
- **Service Management** (help desk support management, remote control of device, etc.)
- **Integration with PC Management Tools**
- **Reporting** (alerts, real-time dashboards, app-level analytics, etc.)

This chart was originally published in May 2013 and most recently updated in July 2019. We chose the vendors and products listed here based on conversations with independent analysts; all have significant market share or are important to include for other reasons such as features and functions. All information in the chart about the products and services comes from the respective vendors.



MOBILE MANAGEMENT VENDORS COMPARED

Deployment Options

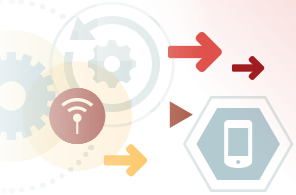
	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
Product Name(s)	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	The SOTI ONE platform	VMware Workspace ONE
On premises	YES	YES	NO (however, on-premises access gateway available for email, VPN and other applications)	YES	YES	YES	YES	YES
Cloud/SaaS	YES	YES	YES	YES	YES	YES	YES	YES



MOBILE MANAGEMENT VENDORS COMPARED

Mobile Platforms Supported

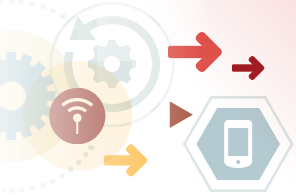
	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl, SOTI Assist and SOTI Snap	VMware Workspace ONE
<i>iOS</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Android</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Android Enterprise</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Extended Android APIs</i>	YES (Samsung Knox)	YES	YES (Samsung Knox, Android-based OEMs)	YES (Samsung Knox)	YES	YES (Samsung Knox and SAFE, LG Gate, Sony)	YES	YES (Samsung Knox)
<i>BlackBerry</i>	YES	YES	YES	NO	YES	YES (models running Android)	YES (Android BlackBerry devices only)	YES
<i>Windows Mobile</i>	NO	YES	YES	NO	YES	YES	YES	YES
<i>Windows Phone 7</i>	NO	YES	YES	NO	YES	NO (end of life)	YES	YES
<i>Windows Phone 8</i>	YES	YES	YES	NO	YES	YES	YES	YES
<i>Other</i>	Windows 10, macOS, QNX, tvOS, Android Things, ChromeOS	Windows 10, Chrome OS, macOS, Citrix Ready Workspace Hub, Alexa for Business	Amazon Fire, Windows 7, Windows 10, macOS, Android Wear, Android Things, Microsoft Holographic, watchOS, Windows IOT Platform, Linux, Chrome OS	Windows 10, macOS, Zebra, OEMConfig	Windows 10, macOS	Windows 10, macOS, Windows 10 Mobile, Android Things (IoT), Windows 10 IoT	Linux, Windows 10, Zebra Printers, macOS	Windows 10, macOS, tvOS, Chrome OS, Symbian, QNX 6.5, Tizen, Windows Phone 10, Windows CE 7, Windows RT



MOBILE MANAGEMENT VENDORS COMPARED

Mobile Device Management

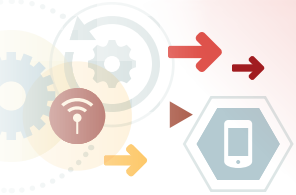
	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl	VMware Workspace ONE
<i>Password protection</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Password reset</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Remote device wipe</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Selective wipe</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Remote lock</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Set VPN, Wi-Fi, APN, proxy/gateway settings</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Disable Wi-Fi</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Disable carrier data connection</i>	YES	YES	YES	YES (roaming)	YES	YES	YES	YES



MOBILE MANAGEMENT VENDORS COMPARED

Mobile Device Management *(continued)*

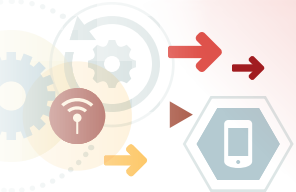
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<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl	VMware Workspace ONE
<i>Configuration monitoring/auditing</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Automated provisioning/enrollment</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Disable camera</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Disable Bluetooth</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Manage mobile-attached devices</i> (e.g., printers, scanners)	NO	YES	YES	NO (but can block removable storage)	YES	YES	YES	YES
<i>Support multiple users per device</i> (auto-configure device settings based on the currently logged-in user)	YES (supports multi-user/shared device support for iOS)	YES	YES	YES	YES	NO	YES	YES



MOBILE MANAGEMENT VENDORS COMPARED

Mobile Application Management

	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl and SOTI Snap	VMware Workspace ONE
<i>User self-service app delivery</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Full-featured enterprise app store</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Containerization/sandboxing</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>App containerization using developer SDK/toolkit</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>App containerization using app wrapping</i>	NO	YES	YES	YES	YES	NO	NO	YES
<i>Block copy/paste between apps</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Block copy/paste from email</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Restrict which apps can open a given file</i>	YES	YES	YES	YES	YES	YES	YES	YES



MOBILE MANAGEMENT VENDORS COMPARED

Mobile Application Management (cont.)

	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl and SOTI Snap	VMware Workspace ONE
<i>App inventory tracking</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>App usage monitoring</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Apple volume purchase program integration</i> (decrements volume purchase agreement quantity available as users download apps from store)	YES	YES	YES	YES	YES	YES	YES	YES
<i>Remote desktop access</i> (access to apps and data on desktop from smartphone or tablet)	YES (via partners)	YES	YES	YES	YES (via partners)	NO	YES	YES
<i>Supports native iOS app controls</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Supports native Android Enterprise app controls</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Ability to deploy apps to unmanaged devices</i>	YES	YES	YES	YES	YES	YES	YES (SOTI Snap apps only)	YES



MOBILE MANAGEMENT VENDORS COMPARED

Security

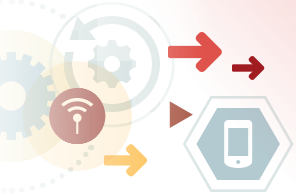
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<i>Secure web browser</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Application blacklisting/whitelisting</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Data loss prevention (DLP)</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Email attachment DLP</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Device compromise detection (jailbreak/rooting)</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Device-level encryption</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Encrypted folders</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Encrypted email attachments</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Encrypted email message body</i>	YES	YES	YES	YES	YES	YES	YES	YES



MOBILE MANAGEMENT VENDORS COMPARED

Security *(continued)*

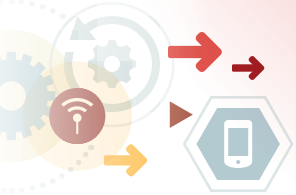
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<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl	VMware Workspace ONE
<i>Geofencing</i>	YES <small>(via partners)</small>	YES	YES	YES	YES	YES	YES	YES
<i>Time fencing</i>	YES <small>(via partners)</small>	YES	YES	NO	YES	YES	YES	YES
<i>Mobile VPN</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>App-level micro VPN</i>	YES	YES	YES	YES	YES	YES <small>(in combination with Sophos XG Firewall)</small>	YES	YES
<i>Multifactor device/app authentication</i> <small>(token-based, facial recognition, client access card support, etc.)</small>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Malware detection</i>	YES <small>(via partners)</small>	YES <small>(via partners)</small>	YES	YES	YES	YES	YES	YES
<i>Includes firewall</i>	YES	YES	YES	YES	YES	NO	YES	YES
<i>Single sign-on support</i>	YES	YES	YES	YES	YES	YES	YES	YES



MOBILE MANAGEMENT VENDORS COMPARED

Security *(continued)*

	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl	VMware Workspace ONE
<i>Mobile identity</i>	YES	YES	YES	YES (with Microsoft Authenticator app)	YES	YES	YES	YES
<i>Entitlement management</i>	YES	YES	YES	NO	YES	YES	YES	YES
<i>Risk-based authentication</i>	YES	YES	YES	YES	YES	NO	NO	YES
<i>Behavioral biometric authentication</i>	YES	YES	YES	YES (with partner BioCatch)	YES	NO	NO	YES



MOBILE MANAGEMENT VENDORS COMPARED

Document/Content Management

	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management (XM Enterprise Transition)	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI Hub	Workspace ONE Content
<i>Encrypted document container</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Secure email</i>	YES	YES	YES	YES (Outlook)	YES	YES	YES (via OS/MDM APIs)	YES
<i>File server access</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Secure SharePoint access</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Integrates with enterprise document management software</i>	YES	YES	YES	YES	YES	YES	YES	YES



MOBILE MANAGEMENT VENDORS COMPARED

Network Management

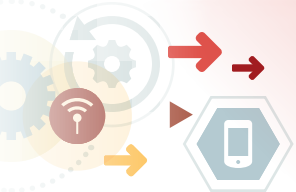
	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl	VMware Workspace ONE
<i>Data usage management</i> (restrict where, when and whether downloads occur over Wi-Fi or cellular)	YES	YES	YES (for MaaS360 Secure Document Sharing)	NO	YES	YES	YES	YES
<i>Roaming cost control</i> (such as auto disablement of data when roaming)	YES	YES	YES	YES	YES	YES	YES	YES
<i>Device diagnostics</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Usage monitoring</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Block device from accessing email if policies violated</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Offers peer-to-peer distribution</i>	NO	YES	YES	YES	YES	NO	NO	YES
<i>Partners with third-party content delivery network</i>	NO	YES	YES	NO	NO	NO	YES	YES



MOBILE MANAGEMENT VENDORS COMPARED

Service Management

	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl and SOTI Assist	VMware Workspace ONE
<i>Help desk support management</i>	YES <small>(via custom role-based administration)</small>	YES	YES	NO	YES	NO	YES	YES
<i>Service monitoring</i>	YES	YES <small>(via partners)</small>	YES	YES	YES	YES	YES	YES
<i>Remote control of device</i>	NO	YES	YES	YES	YES	YES	YES	YES
<i>User self-service portal</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Chatbot support</i>	YES	YES	YES <small>(via MaaS360 Assistant)</small>	YES	NO	NO	NO	NO



MOBILE MANAGEMENT VENDORS COMPARED

Integration with PC Management Tools

	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl	VMware Workspace ONE
<i>Offers a separate or integrated PC management tool (for Windows 10 or Mac)</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Integrates with a third-party tool</i>	NO	YES	YES	NO	YES	NO	NO	YES
<i>Offers integrated management console for PC and mobile management</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Offers integrated app store for both desktop and mobile app deployment</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Offers GPO or other policy migration from legacy PC management systems</i>	NO	YES	YES	YES	YES	NO	YES	YES
<i>Supports legacy Windows systems (XP, 7)</i>	NO	YES	YES	YES (Windows 7)	NO	YES	YES	YES



MOBILE MANAGEMENT VENDORS COMPARED

Reporting

	BlackBerry	Citrix	IBM	Microsoft	MobileIron	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Enterprise Mobility Suite	Citrix Endpoint Management	IBM MaaS360 with Watson	Enterprise Mobility + Security	MobileIron	Sophos Mobile	SOTI MobiControl	VMware Workspace ONE
<i>Alerts</i> (compliance alerts)	YES	YES	YES	YES	YES	YES	YES	YES
<i>Automated responses to alerts</i>	YES (automated actions for compliance alerts)	YES	YES	YES	YES	YES	YES	YES
<i>Automated, scheduled report delivery</i>	NO	NO	YES	YES (through PowerBI)	YES	YES	YES	YES
<i>Real-time dashboards</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Device-level analytics</i>	NO	YES	YES	YES	YES	YES	YES	YES
<i>App-level analytics</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Can leverage aggregate data across customer base for insights/best practices</i>	YES	YES	YES	YES	YES	YES	YES	YES