MobileIron VSP from AT&T
Proactively Manage an Enterprise’s Applications and Data as Users Deploy Smartphones

Multi-Platform Control of Enterprise Smartphones
The MobileIron Virtual Smartphone Platform (VSP) from AT&T is one of the first solutions to combine data-driven smartphone management with real-time wireless cost control. It provides multi-platform visibility for industry-leading smartphones operating on iOS, BlackBerry, Windows Phone, Android, and Symbian. The VSP enables your IT team to know what’s on a smartphone and how it’s being used. The VSP is packaged as a downloadable software client and an easy-to-install server that can be up and running quickly in your corporate network.

Advanced Management
The VSP helps your IT team to quickly establish and maintain smartphone operations control with advanced management of all major smartphone operating systems from a single point. Enterprise users are fully able to manage their smartphones through the VSP’s self-governance and productivity portal, called MyPhone@Work, which offers services like usage visibility and an Enterprise App Store. MobileIron Sentry software provides access control for corporate email.

Creating a Virtual Enterprise Cloud
Phones have become computers and require a fundamentally new, data-driven approach to security, cost, and quality management. MobileIron’s patent-pending smartphone data virtualization technology creates a central view of smartphone content, activity, and applications in the data center to give your IT team real-time intelligence and control across the enterprise.

Enterprise Functionality, Purpose-Built
To help enterprise IT and end-users, the VSP offers key mobile device management (MDM) functionality including:
• Context – match activity to location, time, and operator network quality
• Activity – analyze patterns of user behavior to reduce cost and optimize services
• Content – enforce security policies to protect corporate data
• Application – provision, configure, and troubleshoot applications with minimal user interruption
• Device – track settings and status for basic inventory, configuration, policy, and security functions

(REQUIRED) MDM Software Installation and Configuration Services
Price = $3,500.00
Two Day Remote Engagement for Microsoft Exchange Installations.

AT&T Mobility Solution Services will provide a pre-installation checklist to enable you to prepare your server. AT&T will also provide a survey document to record your policy requirements by user group.

AT&T will conduct a pre-installation call to review the data you provided, which AT&T will use during the software installation and configuration process. Then AT&T will:
• Remotely install the MobileIron VSP Software on one server and remotely install the MobileIron Sentry software on one server

Potential Benefits
• Advanced Management – Get multi-OS smartphone operations under control
• MyPhone@Work – Drive self-governance and end-user productivity

Features
• Multi-OS Device Management
• Remote Control
• Access Control (Sentry)
• Advanced Security
• Lost Phone Recovery
• Enterprise App Store
• Administration
• Enterprise Integration
• Visibility and Reporting
• Event Center
• Communications
• Self-Service
• Configure system parameters and set up administrator accounts and roles
• Configure and test integration with defined customer servers and services including ActiveSync, Proxy, Exchange Server, BES Server, LDAP/AD, and SMTP
• Enroll and register up to 10 devices for a pilot group and test the registered devices for compliance

AT&T will also conduct a 2 hour administrator training via web-conference covering the administrator portal and the creation of user groups, polices and device registration.

**(OPTIONAL) Installation of One Additional MobileIron Sentry**

Price = $995.00
If you require the installation of one additional MobileIron Sentry, AT&T will install it on a server that you provide and integrate it with the MobileIron VSP. You will provision and set up and configure any load balancing equipment or software required to front end the MobileIron Sentry software.

**(OPTIONAL) MDM Readiness Workshop**

Price = $2,100.00
If you do not know how to get started in developing your mobility governance and do not have any policies defined, the MDM Readiness Workshop may be a good starting point. During this four hour interactive workshop, the following activities will be facilitated:

**Data Classification**
Starting with a generic data taxonomy, a facilitated discussion will produce an enhanced data classification schedule for the mobility initiative.

**User Classification**
Starting with a generic user constituency taxonomy, a facilitated discussion will produce a list of defined user groups and qualification criteria.

**Application Inventory**
Starting with a generic list of common horizontal applications built into mobile devices, an expanded list of applications required by the mobility initiative will be identified.

**Interface Model**
Using the application inventory, a finite number of interface models will be derived for application access to enterprise data.

**User/Application Data Sensitivity Matrix**
A matrix showing the sensitivity of data accessed by each user group for each application will be developed. The highest sensitivity level for data accessed by each user group will be identified.

**Device Inventory**
A list of mobile device operating systems to be supported will be developed.

At the conclusion of this session you will have a set of workbooks to continue to define your classifications which you can use as the foundation for mobility policy development.

**VSP Provides the Following Features**

**For iOS:**
Subscription Price = $4 per month per subscriber (includes maintenance)
Perpetual price = one time $75 per user (+$15 per user annual maintenance)
Secure and manage iOS devices:
• Device management
• OTA and application certificates thru SCEP
• Selective wipe (email)
• Sentry email access control
• Enterprise app store
• Broadcast SMS
• Event Center (triggers, actions)

**(OPTIONAL) MobileIron Health Check**

Price = $1,750.00
AT&T recommends an annual review of your existing MobileIron system. The Health Check service is a review of:

• Customer installed VSP
• Up to two Sentries
• Software configurations versions
• Policy definitions (for errors)
• Mobile device status

Following the review, AT&T will provide you a summary report of the findings and recommendations, including a list of registered mobile devices that are no longer under management. This service is performed remotely.

For more information contact an AT&T Representative or visit www.att.com/mobileiron.
Important Information and Additional Terms

Solution Components; Fees: Perpetual (one time payment) or subscription (month to month) pricing is available. A minimum initial purchase of 50 MobileIron VSP licenses is required. Hardware appliances (servers) are optional and, if purchased, an additional charge of $5,000 per appliance will apply. All fees paid for the VSP are non-refundable. Additional fees, charges, taxes and restrictions may apply.

Requirements; Technical Information: The VSP is available only to customers with a qualified AT&T Business Agreement. Customer’s end users must subscribe to a data plan on a compatible device with Short Messaging Service (SMS) capability. The VSP may not be accessible at all times. Availability; security/privacy; delivery and timeliness of information are not guaranteed by AT&T.

The VSP software requires a VMware operating environment server or the purchase of a Mobileiron appliance from AT&T. Customer is responsible for the configuration of the appropriate Domain Name System (DNS) prior to AT&T installation activities. VSP integration with enterprise public key infrastructure is not included. The VSP is accessed via a Web portal and requires a PC with Internet connection. Improper or incomplete software configuration and/or downloads performed by you may result in service interruptions and/or device failures.

Software License Agreement: The MobileIron VSP from AT&T is subject to the software license agreement found at http://www.mobileiron.com/downloads/EndUserAgreement-USA.doc. Failure to comply with the terms and conditions of the software license agreement may result in termination of the VSP offer. The solution may require use of third-party products and/or services. All intellectual property rights used in providing or arising by virtue of (i) the VSP and (ii) any professional services and related materials provided hereunder are and will be sole and exclusive property of AT&T or MobileIron, as applicable. Neither ownership nor title of such intellectual property will pass to Customer.

Customer Personal Data: Customer Personal Data may be transferred to or accessible by (i) AT&T personnel around the world (ii) third parties who act on AT&T’s behalf as subcontractors; and (iii) third parties (such as courts, law enforcement or regulatory authorities) where required by law. Customer will only provide or make Customer Personal Data accessible when Customer has the legal authority to do so and for which it has obtained the necessary consents from its end users, and will camouflage or securely encrypt Customer Personal Data in a manner compatible with the VSP. As used in this Product Brief, the term Customer Personal Data includes, without limitation, name, phone number, email address, wireless location information or any other information that identifies or could reasonably be used to identify Customer or its end users. Customer is responsible for providing end users with clear notice concerning Customer’s collection, use and protection of Customer Personal Data for end users obtained via the VSP, including, without limitation, end user device location information, and for obtaining end user consent to that collection and use.

Termination: If after service commencement AT&T terminates the VSP or any component thereof for cause or if Customer terminates the VSP or any component thereof other than for cause, in addition to amounts owed up to the effective date of termination, Customer will pay 100% of the charges for the terminated VSP or VSP component attributable to the unexpired term of the applicable minimum payment period. AT&T reserves the right to (i) modify or discontinue offering the VSP in whole or in part and/or (ii) terminate the VSP at any time without cause.

Professional Services: Upon completion of Professional Services, Customer must either sign the acceptance document AT&T presents or provide within five business days of the service completion date written notice to AT&T identifying any non-conforming Professional Services. If Customer fails to provide such notice, Customer is deemed to have accepted the Professional Services. Customer acknowledges that AT&T and Customer are independent contractors. Customer will in a timely manner allow AT&T access as reasonably required for the Professional Services to property and equipment that Customer controls. Customer will ensure that the location(s) to which access is provided offer(s) a safe working environment, free of hazardous materials and reasonably suitable for the Professional Services. The Professional Services provided shall be performed Monday through Friday, 9:00 a.m. to 5:00 p.m., local time. The mandatory software installation and configuration is estimated to take two days. If the professional services provided in connection with the VSP are more complex than those described in this product brief, then a separate statement of work describing the activity and related terms and pricing will be executed. If impediments, complications or Customer-requested changes in scope arise (Changes), the schedule, VSP and fees could be impacted. In the event any Change(s) affect the VSP or fees, the parties will modify Customer’s order (or statement of work, if applicable) accordingly by executing a Change Order.