



# What Exactly Is Mobile Device Management

Charles Edge

# What we're going to cover

- What's Mobile Device Management
- What People Want out of Mobile Device Management
- Social Impact
- Building A Complete Product

# Feelings

# New Beginnings

# New Perspectives

**Rethink**

# Red Oceans

# Mobile Device Management



**Started As Profiles**

**Just An API**

**To Manage and Read  
Settings On Systems**

**Apple**

Google

**Even Microsoft...**

**We Can See A Lot**

# Browser Histories of Starlets

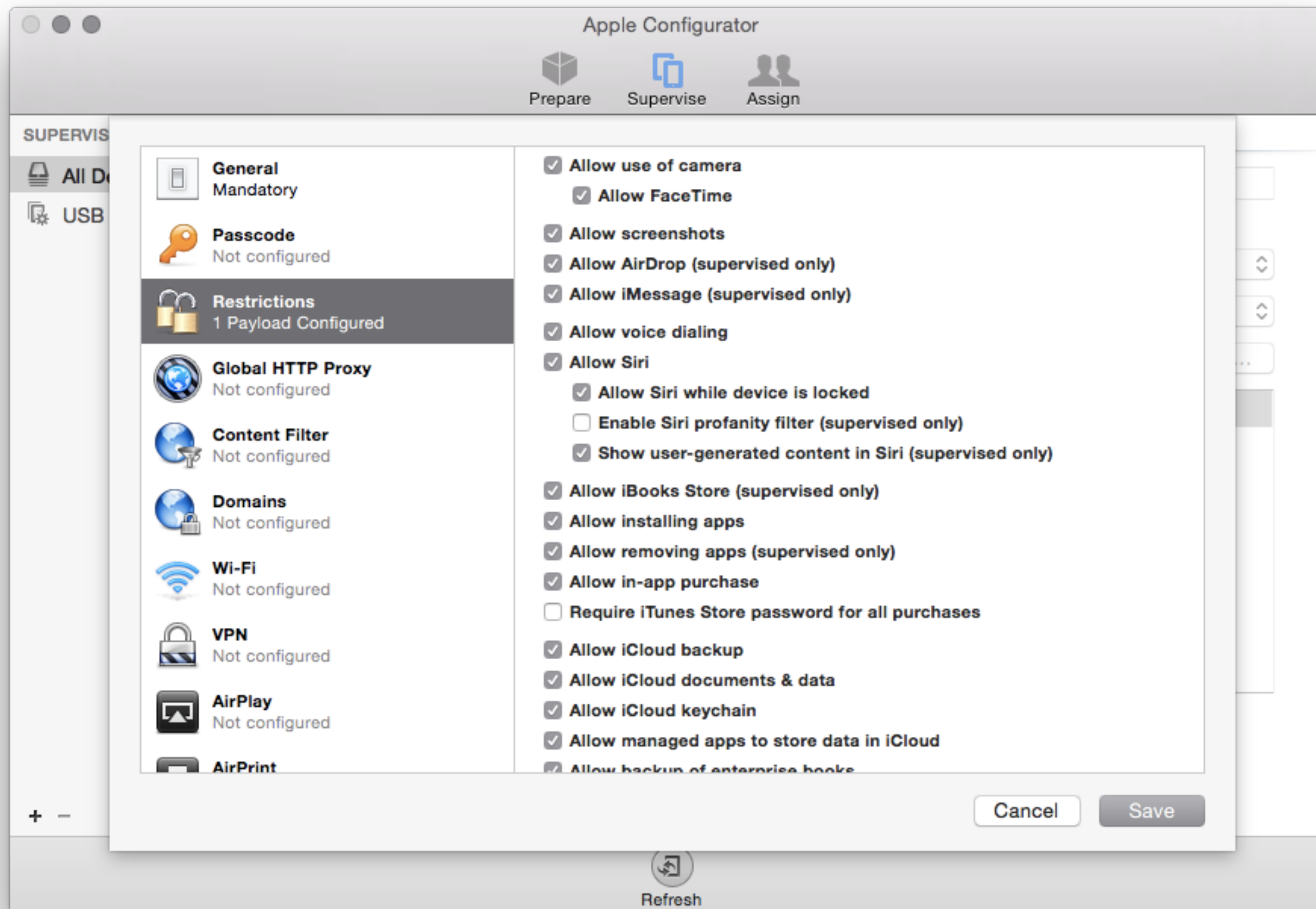


# Compliance

**“Reading My Email”**

# Social Responsibility

# Rethinking product design



**Theory: Too Many  
Buttons = Hard To Use**

**Task: Find the 10 Features People  
Actually Want Out of An MDM**

# Surveys



# Utilization Statistics

# Looking At Random People's Phones

**Everyone Has A  
Different Perspective**

# **What Makes An Enterprise Product**

# Levers && Pulleys

**So What Do People  
Want?**

**It Depends...**

**But Mostly...**



# Fast Setup

# Encryption

# Passcode Policies

# Remote Lock/Wipe

# Mail Setup

# App Distribution

# Disable iCloud

**Protect Data**  
**(Managed Open In)**



# Inventory

**Easy**

**Single App Mode**



**DEP**

**(future proofing the list)**

**What Else Might Be  
Considered A Feature**

# Change Password

# Having a Password

**Users?**



# Groups?

# Credit Cards?

# Changing Your Credit Card Number

# Canceling Accounts

# Creating Accounts

# **An Admin Interface**

# Clustering

# 80/20 Rule



**It's The Details**

**Why Does All This  
Matter?**

**Not just software**

**MVP**

**Ship Less**

**The Whole Industry Is  
Getting Simpler**

**Dev and DevOps are  
the new server gigs**

# OS X Management



**I'm no prognosticator,  
but...**

**Packages suck...**

**Room for new tools**

**The moral**

**Thank you!**