

RIM Wants to Mangle All Mobile Devices

Written by Marco Attard
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As RIM loses share in the enterprise mobile market, the company embraces all platforms instead-- announcing Mobile Fusion, a mobile device management system supporting not only Blackberry OS, but also iOS and Android.



According to a recent iPass study, the iPhone is the current enterprise mobile device of choice.

Mobile Fusion works with BlackBerry Enterprise Server (BES) and allows administrators to manage both company- and employee-owned devices (including BlackBerries, iPhones, iPads, and Android devices) through a unified web-based interface.

The software covers asset management, user- and group-based administration, application and software management and lost device protection functions (remote lock and wiping). It will also help boost the Playbook a bit-- allowing Blackberry phone-style "push" email.

The announcement seems to confirm what RIM platform product marketing director Anthony Payne said at the EMEA CompTIA Member Conference-- vendors and resellers need to tailor solutions to their customers, as platform takes second place to "enabling" the user.

Mobile Fusion is currently in closed beta testing with a few select RIM customers, before a wider beta program on January 2012

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