Press Release

OPTiM

Optimal Biz for Mobile, Japan's #1 MDM, Now Supports iOS 7.1!

A True World's First!

TOKYO -- March 11, 2014(California – March 10, 2014):   OPTiM, a leading provider of online IT support solutions that enable creativity, collaboration and convenience, proudly announces that Optimal Biz for Mobile, Japan's No.1[1] MDM[2], has begun supporting iOS 7.1 as of March 10[3] - making it the world's first MDM for iOS 7.1. This new support service enables users to manage their devices in the same fashion as they did for iOS 7.0.

Optimal Biz for Mobile's web page：
http://en.optim.co.jp/products/bizformobile

Optimal Biz for Mobile is an application that securely manages smartphones and tablet devices provided by or used in the office.   By installing Optimal Biz for Mobile on users' devices, IT administrators can easily manage every device from his/her web browser and execute policies established by a manager, such as remote lock (which remotely prohibits unauthorized utilization of a lost/stolen device), prohibiting the usage of business-irrelevant applications, and distributing antivirus applications in bulk.   Optimal Biz for Mobile reduces the device administrator's workload and makes it much easier to support smart devices in the office.

One important criteria for choosing an MDM is its ability to quickly respond to the latest OS -- and with an increasing number of companies introducing BYOD[4] into the workplace, it's difficult to manage all the different OS versions from one individually-owned device to another.   This is especially true for iOS, where many users tend to upgrade their OS immediately.   In fact, 80%[5] of iOS devices were upgraded within four months of iOS7's release.   Thankfully, OPTiM supports iOS 7.1 with record speed, assuring BYOD companies that their employees' devices will be managed seamlessly, even if some users have already upgraded their devices to the latest OS.

Optim will continue working to provide smart device services that are secure and anxiety-free, and which improve operational efficiency regardless of the device model or OS version.

※1 Source: "ITR Market View: Enterprise Mobile Management / Mobile Application Development 2013," by ITR Corporation.
※2 MDM stands for "Mobile Device Management," an enterprise solution that collectively manages all employee smart devices and offers security when a device is lost or stolen.   MDM provides features such as remote lock and prevention of malicious application launch.
※3 On our research on March 10, 2014(California time)
※4 BYOD stands for "Bring your own device." This refers to employees who use their personal mobile devices in the workplace.
※5 Source：iOS share graph as of January 12, 2014.   Measured by the App Store, Apple Inc.

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About OPTiM

Based in Tokyo, Japan, OPTiM provides solutions that reduce its clients' support costs, with an overall focus on evolving online experiences to the point that the Internet becomes something you aren't even conscious of, like breathing. OPTiM's solutions' suite includes setup, diagnostic and marketing tools for NGN and home networks, as well as mobile devices, routers, TVs, gaming platforms, multifunction peripherals, servers, printers and DVD recorders.

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