

# Is Allowing More Smartphone Choice Safe for Enterprise Use? If so, Which Ones?

**Deploying smartphones securely is imperative to protect corporate assets and avoid data loss and regulatory non-compliance. But which of the popular mobile platforms are equal to the task and which fall short?**

Is your company struggling with defining a policy for smartphone devices? Are users demanding popular consumer devices be supported? Is allowing more choice safe for your organization? Many companies are struggling to define a strategy for maximizing user choice while minimizing corporate risk. Is your organization one of them?

Manageability and security are key to allowing any device access to corporate resources. An important new research report from *J.Gold Associates* evaluates the four most popular platforms on nine key criteria and shows exactly how much risk each platform represents, providing you with an understanding of which are safe and which are most risky. With this data your company can assess the true impact and pick an optimum strategy that is right for you - maximizing user productivity while minimizing risk. Real information for real world companies. Order your copy now.

**To order a copy of this important and groundbreaking research report, either [email](#) us, or [click here](#)**



Whitepaper

September 2010

## Choosing an Enterprise-Class Wireless Operating System: A Comparison of Android, BlackBerry, iPhone and Windows Mobile

A J.Gold Associates White Paper

"Security considerations remain the single biggest limitation to more aggressive expansion of wireless device usage in many enterprises. ... It is imperative that companies evaluate a potential device selection based on its inherent platform security capabilities, particularly around the security embedded within the device Operating System (OS). This paper will explore some of the key criteria necessary in a mobile OS so that enterprise use of the device will not compromise the integrity of the company's security and put it at risk for costly legal and/or governmental actions. This whitepaper will compare the attributes of three Mobile Operating Systems ... Android from Google, BlackBerry from Research In Motion, iPhone from Apple, and Windows Mobile from Microsoft."



**Order the full report now for only \$195**

### What you will learn from this 16 page research report:

- Smartphone platforms are not all created equally when it comes to manageability and security.
- Enterprises are allowing a variety of User Liable devices into the organization, but which ones are safe?
- What are the key criteria businesses should be concerned about in evaluating an enterprise-class smartphone?
- Which are good or bad at specific criteria?
- See specific evaluations of each platform together with how each one stacks up against the others.

*"We are confident that this research will enable you to choose the best, most secure mobile platform for your organization by providing you with concrete recommendations and realistic data for your strategic planning process."*

Jack E. Gold  
President and Principal Analyst  
**J.Gold Associates, LLC.**

**J.Gold Associates** provides strategic consulting, advisory services, syndicated research and in-context analysis to help its clients make important technology choices and to enable improved product deployment decisions. J.Gold Associates is a Technology Analyst Firm providing its clients with insightful, meaningful and actionable analysis of trends in the computer and technology industries and the resultant implementation challenges that affect corporate operations.

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