

Mobile Device Management: More than a Buzz Word

By Kelly Ricker, SVP, Events & Education, CompTIA

The love of mobile devices is here to stay. We rely on our laptops, smartphones, apps and cloud solutions to get through the day – professionally and personally. And while the mobility offerings continue to one up each other, the business benefits seem to be growing just as fast. That’s why mobile device management (MDM) is becoming a hot topic within the industry. But make no mistake; MDM is more than just the latest channel buzz word. There is a solid opportunity for VARs and MSPs to step up their business with comprehensive MDM programs.

While many MDM policies are being driven by employee demand, employers are quickly jumping on the bandwagon. The opportunity for VARs and MSPs lies with the fact that few businesses have the capability to support these programs on their own – leaving the door wide open for the properly prepared solution provider. These solution providers will find success in by onboarding the right channel partners – those with a good balance of technology, sales and support skills. Experienced professionals admit it’s not an easy solution to deliver and support, but with the tools and programs available from CompTIA, the road to success is much clearer.

That’s why attendance at [Breakaway](#) is so important for prospective mobility specialists. This year’s conference (July 30th-August 2nd at the [ARIA Resort & Casino](#) in Las Vegas) features a number of educational workshops focused specifically on building new business practices, with mobility a featured topic. The CompTIA Executive Certificate in Mobility series offers solution providers a clear path to construct a valuable business unit that can support their client’s specific needs, including:

- [Course 1](#): discover the channel opportunities in mobility, with detailed market research and key adoption trends. Attendees will learn what it takes to be a successful mobility specialist, beginning with how various organizations employ the solutions to enhance their productivity and streamline operations.
- [Course 2](#): In this session, the professional instructor will discuss the finer points of enterprise mobility and MDM, including key responsibilities and options for solution providers. They will review the framework and tools needed to proper manage devices and solutions, and help attendees build an individualized plan to assemble their own practice.
- [Course 3](#): discuss the advantages and disadvantages of hiring, acquiring, or partnering for application development, with several approach alternatives offered.

Learn how you can incorporate a MDM program into your business, [register for Breakaway today at no cost!](#)