# Knovation's Ivanti Platform Evolution

## The Traditional MDM Limitation

**Typical Customer Scenario:** Most enterprises today manage their IT infrastructure through fragmented solutions. A common pattern we see:

- **Apple Devices:** Managed through traditional MDM solutions (Mac, iPad, iPhone)
- **Windows Environment:** Managed through legacy SCCM infrastructure
- **Result:** Operational silos, multiple vendor relationships, limited visibility across the complete IT estate

**The Challenge:** Customers struggle with disparate management platforms, manual compliance processes, and rising operational complexity.

## How the MobileIron Acquisition Changed Everything

### From Point Solution to Platform Power

**Before Acquisition (Traditional MDM Approach):**

- Device enrolment and basic policy management
- Simple app distribution capabilities
- Limited compliance reporting
- Apple-focused device management only

**After Acquisition (Neurons Platform Capabilities):**

- Complete asset discovery across all platforms
- Software spend intelligence and license optimization
- Cross-platform unified management (Windows + Apple + Cloud)
- Automated compliance and audit preparation
- Low-code/no-code automation platform with self-healing capabilities and interactive bots
- Risk-based patch prioritization for OS and third-party applications
- Intelligent IT support automation through Neurons Workspace with 360-degree device visibility, remote control capabilities, and specialist-level quick actions for first-line analysts
- Digital Employee Experience (DEX) scoring with AI-driven sentiment analysis and proactive issue detection
- SCCM replacement and modernization pathway

# The Ivanti Neurons Platform Advantage

## Unified Platform Components

### Neurons for Discovery

#### Complete IT Asset Intelligence:
- Network-wide device discovery regardless of platform
- Real-time software and hardware inventory
- License tracking and optimization recommendations
- Automated spend analysis and cost reduction identification

#### Native Discovery Connectors:
- **Microsoft Ecosystem:** Azure, Office 365, Active Directory, Entra ID, SCCM
- **Cloud Platforms:** AWS, Google Chrome Enterprise
- **Custom Integrations:** CSV imports and API-based connections

#### Software License Metering:
- Automated license compliance monitoring
- Software usage analytics for rightsizing
- Contract renewal optimization
- Vendor license position analysis and audit preparation

### Neurons for UEM (Unified Endpoint Management)

#### Apple Ecosystem:
- Zero-touch deployment with Apple Business Manager
- Advanced security policies and conditional access
- App lifecycle management with corporate distribution
- FileVault encryption and certificate management

#### Windows Management:
- Modern device management beyond traditional GPO
- Application control and software restriction policies
- Windows Update management with business rules
- SCCM co-management and migration support

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**Android Support:**

- Android Enterprise work profiles and device management
- Samsung Knox integration for enhanced security
- Custom launchers and kiosk mode configurations

**Neurons for Patch Management**

**Risk-Based Vulnerability Management:**

- Multi-platform patch deployment (Windows, macOS, Linux)
- Third-party application patching (Java, Chrome, Adobe, etc.)
- Vulnerability assessment with CVE database integration
- Automated testing and rollback capabilities
- Maintenance window scheduling with business impact analysis

## Competitive Positioning

### What Legacy Vendors Cannot Deliver

| Capability | Legacy MDM Vendors | Ivanti Neurons |
|---|---|---|
| Cross-Platform UEM | Apple OR Windows only | Windows + Apple unified |
| Asset Discovery | Enrolled devices only | Complete network discovery |
| Software Spend Analysis | No capability | Full spend intelligence |
| SCCM Integration | No replacement path | Complete migration pathway |
| License Optimization | Basic reporting | Advanced analytics |

### The Platform Advantage

**Single Vendor Relationship:**

- One platform for all device types and management functions
- Unified policies and security posture across all endpoints
- Consolidated reporting and analytics
- Reduced vendor management overhead

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## Why This Matters for Partners

### Market Evolution Reality

**Platform Consolidation Trend:** Enterprise IT is rapidly moving from point solutions to unified platforms. Organizations increasingly prefer single-vendor relationships that solve multiple problems rather than managing complex multi-vendor environments.

**Revenue Transformation:**
- **Traditional MDM:** Limited to device management services
- **Platform Approach:** Complete IT transformation engagements with significantly higher value

### Partner Benefits

**Market Differentiation:**
- Move beyond commodity MDM to strategic platform partnerships
- Comprehensive solution portfolio that addresses complete IT infrastructure
- Technical expertise barrier that competitors cannot quickly replicate

**Customer Relationship Depth:**
- Strategic consultant positioning vs. tactical vendor relationship
- Deep platform integration creating switching costs
- Expanded scope across entire IT operations

**Revenue Expansion:**
- Larger engagement sizes through platform approach
- Professional services opportunities for implementation and optimization
- Recurring revenue through ongoing platform management
- Multiple entry points for different customer scenarios

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## Additional Platform Options

**Comprehensive Patch Management:** Neurons for Patch Management operates as standalone solution with RBVM engine for intelligent patch prioritization across multiple operating systems.

**Infrastructure Enhancement Options:**
- **Patch for Configuration Manager:** Third-party application patching that integrates directly into SCCM console
- **Neurons Patch for Intune:** Cloud-native solution extending Microsoft Intune with comprehensive third-party application management

**Multiple Entry Points:** Various engagement pathways - standalone solutions, infrastructure enhancement, or complete platform transformation - ensuring optimal fit with different customer environments.

## The Strategic Advantage

**Market Timing:** Platform consolidation in enterprise IT is accelerating. Partners positioned with comprehensive platform capabilities can lead this transformation rather than react to it.

**Competitive Moat:** The combination of cross-platform management, asset discovery, spend intelligence, and SCCM modernization creates technical barriers that legacy vendors cannot quickly replicate.

**Customer Value:** Unified platform approach delivers measurable operational benefits: reduced complexity, improved compliance, cost optimization, and enhanced security posture.

## Conclusion

The MobileIron acquisition by Ivanti represents a fundamental transformation in what we can deliver to customers. Instead of managing just Apple devices while customers struggle with separate Windows infrastructure, we now provide complete IT platform transformation.

**The Evolution:**
- **From:** Apple MDM vendor managing part of customer environment
- **To:** Complete IT platform partner managing unified infrastructure

**Customer Impact:**
- **Before:** Fragmented management across Apple and Windows devices
- **After:** Unified platform with cross-platform visibility, automated compliance, and optimized costs

**Partner Opportunity:** Transform from tactical device management services to strategic IT platform partnerships that deliver comprehensive business value and create lasting competitive advantages.

This isn't just about better technology - it's about positioning for the future of enterprise IT where platforms win and point solutions become commoditized.