

Verizon and VMware Launch Dual Persona Solution for Enterprise

Andrew Berg

Verizon is looking to offer its customers a way to keep business and pleasure separate, at least so far as their devices as concerned.

Verizon Enterprise Solutions and VMware today announced availability of VMware Horizon Mobile, a dual persona solution for Verizon's enterprise customers. The solution is available now on the Android-based LG Intuition and RAZR M by Motorola smartphones, the new solution offers security and management of corporate information residing on VMware Ready mobile devices. Additional device support is expected throughout the year.

According to a press release, VMware Horizon Mobile creates a virtualized operating system on Android smartphones that can then run a corporate workspace that is controlled and managed by IT, and is completely separate from the employee's personal information, applications and data on the device.

The workspace contains its own operating system, applications and policies, enabling IT to remotely manage the entire lifecycle of the workspace. IT is able to provision the workspace, deploy applications and monitor the flow of information to and from the workspace for security.

Such a solution should play well with IT departments realizing the realities of managing a network in a BYOD world. A recent Good Technology survey of 100 companies, found that 76 percent of those surveyed that currently support BYOD have more than 2,000 employees, making mid-to-large sized companies the biggest adopters of BYOD. The study also found that in 2012, 35 percent of large enterprises with more than 10,000 employees had a policy in place, and this year, those large companies with more than 10,000 employees make up the largest segment supporting BYOD at 46 percent.

VMware Horizon Mobile is available immediately with perpetual licensing starting at \$125 per user. The solution can be purchased through local resellers of VMware and Verizon Wireless.

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Published on Wireless Week (<http://www.wirelessweek.com>)

Source URL (retrieved on 06/12/2013 - 7:59am):

<http://www.wirelessweek.com/news/2013/05/verizon-and-vmware-launch-dual-persona-solution-enterprise>