

Blackberry Enterprise Server no longer the only game in town

By [Will Hardie](#)

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The decline of RIM and increasing diversity in the smartphone market are driving more South African CEOs to take a hard look at their mobile device management (MDM) strategies.



Blackberry still dominates South Africa, with several surveys estimating that they hold around 40 percent of local market share, but things will look very different in 12 months. RIM has lost its global tech edge, and the BBM service that has driven so much local adoption is finally seeing serious competition from rivals like WhatsApp, which aren't tied to a single platform.

The trend of enquires that Vox is receiving suggests that local corporates who've built their mobility strategies around Blackberry Enterprise Server (BES) are being forced to adapt due to the twin pressures of RIM's decline and the growth in bring-your-own-device (BYOD) policies.

iOS and Android are where the action is

There's a very strong global trend away from trying to dictate to users which mobile devices they can bring into the corporate environment. If you want people to be productive and available, even when they're out of the office, they're going to want to be able to choose their own devices - and right now iOS and Android are where the action is. That's before we even consider tablets. The mobile device landscape is going to continue becoming more diverse for some time.

Fortunately, diversifying doesn't have to mean writing off existing investments. Newer MDM systems, like MobileIron, can build on existing BES implementations while establishing a platform that's more appropriate for the coming era of mobile diversity.

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