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Founded: 1997

Funding / Key Investors: LSE-AIM: GBO

Number of employees: ~150

Solution at a Glance

Globo has developed a suite of Enterprise Mobility Management (EMM) solutions based on the GO!Enterprise EMM platform – these comprise of:

GO!Enterprise – Enterprise Mobility in a Box® (“GO!Enterprise BOX”)

GO!Enterprise BOX is Globo’s flagship mobility solution which incorporates hosted MS Exchange, cloud file storage, productivity and collaboration apps which enable secure access to pre-existing business applications. The solution is comprehensive, and an innovative approach to Enterprise Mobility for small and medium businesses (SMBs) which allows companies with up to 150 devices to securely run and manage their BYOD environments.

Everything required for enterprise mobility management (EMM) is provided literally "out of the box" and is hosted in the cloud. The solution also features an integrated development studio for creating customized apps, and features an intuitive management console to manage and protect corporate assets and manage users together with the secure container where Enterprise apps reside.

GO!Enterprise BOX is a plug and play solution that requires limited IT resources or specialized technical knowledge – it is available on a pay-as-you-go or annual licensing model, and allows SMBs to minimize up-front costs to best align with their business needs.

GO!Enterprise Office

A mobile office productivity solution enabling secure and controlled access to corporate content such as e-mail, shared files, folders, contacts, calendars and tasks. Similar in many respects to GO!Enterprise BOX, Office is a mobile application that can be downloaded from popular app stores such as Apple’s App Store, Google’s Play, and Microsoft’s Windows Phone Store. It includes a powerful EMM server which can be installed on-premises or in the cloud.

GO!Enterprise Mobilizer

Designed for the development, deployment and management of mobile applications, the Mobilizer solution enables rapid mobile application development via a codeless development studio which produces cross-platform mobile apps that offer native app performance, look and feel (Globo refers to Mobilizer generated apps as GO!Apps). The Mobilizer solution enables centralized distribution of GO!Apps on all prominent mobile platforms, and provides enterprise-grade functionality for end-to-end management of enterprise mobility solutions. Mobilizer is also designed for secure and centralized control of mobile access to existing transactional systems such as ERP, as well as other back-end systems such as corporate databases or CRM software.

GO!Enterprise Reach

The GO!Enterprise Reach solution targets organizations that require mobile solutions for B2C (business to consumer) and G2C (government to citizen) deployment environments. The solution brings all of the capabilities of the GO!Enterprise Mobilizer solution; however, GO!Enterprise Reach brings additional functionality and enables an organization to brand (also commonly referred to as white-labelling) the secure container. The mobile application management (MAM) functions that Reach enables include publishing new apps, updating existing (installed) apps, as well as configuration and access controls to apps from a dedicated repository. Reach enables seamless and secure integration with existing back-end systems, and is ideally suited to support secure deployment environments where transactional and mobile services such as mobile banking, booking, and commerce are required.

Primary Product or Service:

There are three core components to Globo's unified mobility platform, these consist of:

- **GO!Enterprise Mobile Client**, a secure container which hosts and renders GO!Apps on mobile devices
- **GO!Enterprise Server**, a versatile middleware server which enables secure communication with back-end systems, data synchronization and MAM functions.
- **GO!Development Studio**, a codeless and cross platform tool for the rapid application development of GO!Apps

Globo's core components are depicted below:



Customer Challenges and Benefits

Today's employees increasingly require mobile access to corporate content and applications in order to maximize their productivity – they also have high expectations from the mobile solutions their employers are investing in for communications and collaboration and expect a user experience that is analogous to their favourite social networking and consumer-oriented mobile apps. Despite the "consumerization" of IT which is driving these expectations, enterprises recognize that they cannot rely on consumer-based mobility solutions as they miss foundational enterprise features like encryption, policy-based access control, user provisioning and central management. Moreover, the IT systems that are in place in corporate environments are generally inadequate for enterprise mobility solutions as they aren't adaptable to deal with the security and management challenges that are required to effectively administer BYOD deployments.

While both large and small organizations recognize the potential ROI from mobility solutions that can come in the form of improved productivity, decreased response times and streamlined operational processes, they face considerable challenges in migrating their applications and workflows to mobile platforms. Mobility solutions often are not just costly to implement, but require skilled IT personnel to deal with the technical difficulties that are typically associated with app development, deployment and management of mobile platforms. For organizations that are implementing BYOD policies, complexity can not only drive up costs, but introduce additional challenges of managing employees' individual liable mobile devices in order to allow access to enterprise systems and corporate content that resides behind the firewall.

Globo's GO!Enterprise product suite is an innovative mobility solution, that effectively addresses many of these aforementioned challenges.

Unique Selling Points & Differentiators

- Solution can be deployed by existing IT Administrators
- Centralized management of users, apps and mobile clients
- Codeless development environment for a develop ONCE for multiple mobile platforms
- Emulator support
- On-Premise or in-Cloud Deployment
- Supports next generation mobile OS's
- Out-of-the-box connectors and device-agnostic design
- Container approach to segregate enterprise and personal data
- Manage company's applications and data NOT the device
- User transactions are logged
- Theft protection and data leakage prevention capabilities like Remote lock , Remote wipe , Block copy & paste
- A comprehensive mobility platform including collaboration suite, codeless IDE for developing business apps and ready made apps for maximizing the security of business data secure as secure browser and Camera.
- Out of the box solution allowing for rapid deployment
- Competitive pay-as-you-go business model with no CAPEX required and starting from one license
- GO!Enterprise BOX is a stand alone solution with no direct competition currently.

Competitive Positioning

Globo distinguishes itself from its competitors by offering a complete EMM solution, encompassing a mobile application development platform, a secure native cross-platform container and a carrier-grade server, which can be hosted on-premise or reside in the cloud. The solution allows an organization to support BYOD strategies and initiatives, and eliminate the need for traditional MDM solutions. Globo's EMM solutions are offered through partners that have expertise in enterprise mobility solutions, and in helping organizations with implementation and solution design and integration. With the latest product offering, GO!Enterprise BOX, Globo covers the needs of businesses of any size in Enterprise Mobility and BYOD deployments.

Company references & Strategic Partners

Notable partners include: Ingram Micro, Computerlinks, Fujitsu and ASBIS

VDC Opinion

As a tenured mobility vendor, Globo has been delivering solutions to the market to help streamline mobile application development and management for more than a decade – the company has kept pace with the rapidly moving mobile ecosystem, and is well positioned to have broad participation in the increasing investments we anticipate for end-to-end mobile solutions. The company's EMM solutions are proven, tested and trusted and have been utilized in several large mobile deployments.

We see the company's solution as a clear and differentiated value play as compared to other EMM vendors due to Globo's modular approach to mobility solutions, along with the solution components incorporated into its pre-packaged GO!Enterprise BOX solution. The appropriate feature/function and price sensitivity elements appear to have been taken into consideration to make the offering an attractive solution and vendor choice for SMB organizations.

Globo has made clear progress with the GO!Enterprise Suite, and has successfully integrated core enterprise mobility solution components such as MDM and MAM into its solution. We particularly like the modularity of the company's flagship mobility solutions and see their products as well suited for smaller organizations due the level of functionality, ease of deployment and attractive price point per user. Considering the company's resources and personnel, we believe they are well positioned for success moving forward.

Globo has cash-flow positive operations and significant financial resources to expand its sales efforts and grow its customer roster. While the company's core client base is in Europe, we see its entry into the North American region as a significant opportunity for the firm; primarily due to the distribution agreement with Ingram Micro and also to the Enterprise Mobility in a Box® solution that can play a leading role in the underserved SMB market in the US. Moving forward, we expect Globo to continue to maintain its momentum in the market for enterprise mobility solutions – however, for sustainability in these markets, Globo must continue to innovate and enhance its solution range.