


ALL ABOUT THE ACRONYMS – MOBILE STYLE



COLD

CORPORATE-OWNED, LOCKED DOWN
Program that not only procures a device purchased and owned by the company, but also secures all data and email gateways by putting fail-safe policies in place to mitigate the damage of lost or stolen devices.

EQUIPMENT UNDER APPROVED LIST

EQUAL

Subset of Corporate-Approved, Personally Obtained (CAPO) where the enterprise outlines specific devices and operating systems that are supported by IT, allowing employees to choose their own devices while preventing the enterprise from being overwhelmed by support requests.



CHAOS

CORPORATE HANDLES ALL OPERATING SYSTEMS
Program in which IT is tasked with integrating users of any and all operating systems on their mobile devices.



COBRA

CORPORATE-OWNED, BUSINESS-READY APPLICATIONS
Program that provides new employee devices with key applications from the start, allowing them to be productive right away and hit the ground running.

ACL – Access Control List
Roster of users and groups listing their access permissions and rights.

BI – Business Intelligence
Technology-driven process for analyzing data and presenting actionable information to help end users make more informed business decisions.

BYOD – Bring Your Own Device
Policy that permits employees to bring personally-owned devices to their workplace and use them to access restricted company information and/or applications.

GSM – Global System for Mobility
Outside of the United States or Russia, all mobile devices employ this technology and use SIM cards, allowing them to be used on multiple carrier networks.

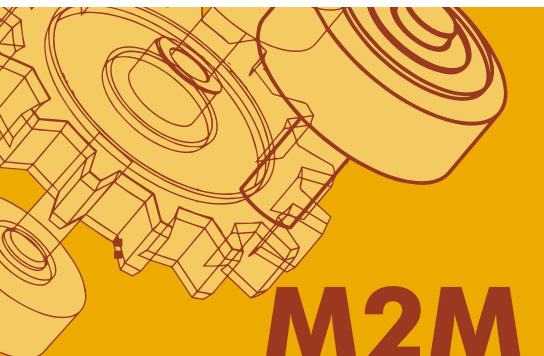
ISV – Independent Software Vendor
Organization specialized in making or selling software designed specifically for mass or niche markets rather than in-house use or for a single customer.

Acronym Finder claims to be the world's largest and most comprehensive dictionary of acronyms, with more than five million shortened names and abbreviations within its search capabilities. Various industries and social media applications have developed languages all their own.

Our friends at Indianapolis-based MOBI have compiled the *Enterprise Mobility Acronym Glossary*. Its total of 77 (and probably growing) entries

is necessary because, in MOBI's words, "even the foremost industry experts find it difficult to keep up with every term and abbreviation."

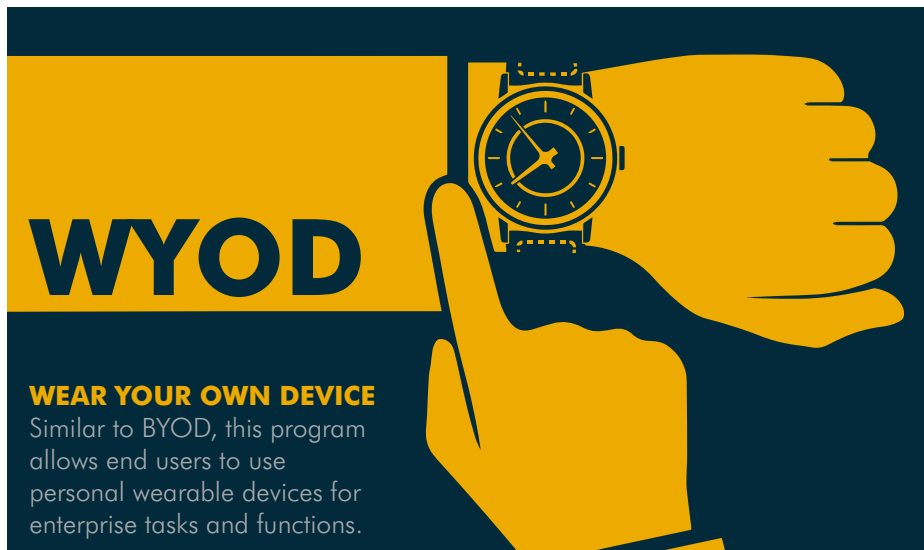
We "cherry-picked" from the MOBI glossary on these two pages to have a little fun with unintended meanings – COBRA is among the favorites. You didn't expect a list of 77 acronyms, did you? We share a portion here for your enjoyment.



M2M

MACHINE-TO-MACHINE

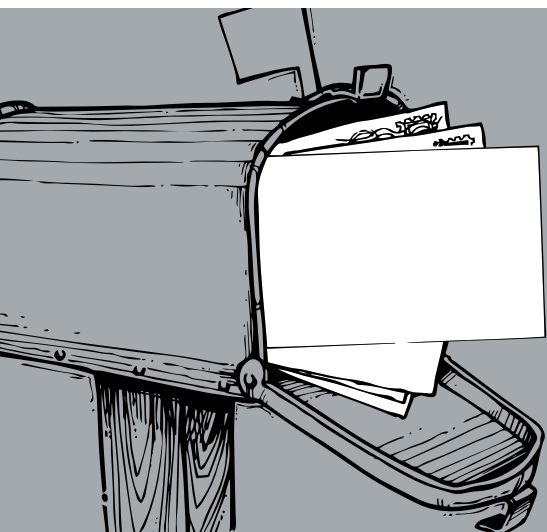
Label for any technology that enables networked devices to exchange information and perform actions without manual input or assistance.



WYOD

WEAR YOUR OWN DEVICE

Similar to BYOD, this program allows end users to use personal wearable devices for enterprise tasks and functions.



LOA

LOA – LETTER OF AUTHORIZATION

Letter sent by a customer to a Managed Mobility Services (MMS) provider that allows a set of carrier account activities to be performed on its behalf.



POOR

PERSONALLY OWNED, OFFICE REQUIRED

Program requiring employees to supply their own mobile device for work. In many states, this mobility program is considered illegal.

MNO – Mobile Network Operator

Provider of wireless communications services that owns or controls all necessary elements to sell and deliver connectivity to an end user (also known as a wireless service provider, carrier or cellular company).

NFC – Near Field Communication

Short-range wireless connectivity standard that enables communication between devices when they're touched together or brought within a few centimeters of each other.

SSO – Single Sign-On

Session and user authentication service that allows a user to access multiple systems and/or applications with one set of login credentials.

UX – User Experience

Overall experience of a person using a service or product in terms of how easy or pleasing it is to use.

Source: MOBI at www.mobium.com