



Case Study

Active Interest Media

Active Interest Media Employees Become Mobility Enthusiasts with Device Choice from Good for Enterprise

ORGANIZATION DESCRIPTION

Formed in 2003 by Wind Point Partners and Efreem "Skip" Zimbalist III, Active Interest Media (AIM) is a rapidly growing media company focused on enthusiast magazines such as *Black Belt*, *Yoga Journal*, *Backpacker*, and *Vegetarian Times*. The company also produces and markets consumer events, Internet sites, and books. AIM is actively seeking further acquisitions of leading consumer media properties in niche enthusiast markets.

THE CHALLENGE

AIM was an early and loyal user of Research In Motion (RIM) to provide employees with remote access to their corporate email messages. This was a great solution for several years. Recently, however, as newer smartphones such as the Apple iPhone and devices built on the Android operating system began emerging, more and more employees asked AIM's IT department to support these devices at work.

"It was clear that employees were using iPhones and Android smartphones in their personal lives and did not want to carry two devices—one for work and one for everything else," said Nelson Saenz, Director

of IT for AIM. "The problem was that we didn't have a good way to secure and manage these devices."

To meet some of the pent-up demand, AIM set up several iPhones on ActiveSync. After a controlled test of the devices, the IT group determined that the solution didn't provide the level of security and management capabilities AIM required.

THE SOLUTION

Fortunately, Saenz learned about Good for Enterprise from doing research about mobile messaging solutions on the Internet. "Good looked promising from what I could tell from comments made by current customers," said Saenz. The IT department contacted Good, set up a 30-day free trial, and converted the iPhones that were on ActiveSync to the new Good server.

Following the trial, AIM began supporting the devices employees wanted to use for both their work and personal lives. And although a few employees have decided to stay with RIM, a much higher percentage of users is rapidly switching to the new breed of smartphones, particularly the iPhone and Android devices.

"Even though I believe there will not be a single device that wins in the enterprise, the new devices are definitely making inroads into the corporate environment," said Saenz. "From our perspective, we will support what employees want and that is one of

"We were instantly impressed with the granular security features and in-depth, but easy-to-use management capabilities of Good for Enterprise. We particularly liked the ability to remotely wipe only corporate data from devices while keeping personal information intact. This allows us to support an individual liable model. We were also impressed with the support for multiple devices so employees could use the smartphones that made them most productive."

-Nelson Saenz, Director of IT
Active Interest Media

