

# Compared: EMM/UEM Vendors 2021

**Enterprise mobility management (EMM) platforms help companies secure their mobile infrastructure**, as well as control device policies and manage mobile apps, content, networks and services. EMM also plays a role in overseeing expenses related to communications services, mobile policies and identity management.

**BY BOB  
VIOLINO**

Just as MDM evolved into EMM, so EMM is evolving into unified endpoint management (UEM), a strategic approach that consolidates how enterprises manage an array of deployed devices including phones, tablets, PCs and even IoT devices. It delivers more reliable data into the state of devices and apps used by employees, as well as insight into identity and how hardware and apps are being used, all of which can be used to improve cross-functional workflows.

Our in-depth chart compares the features and functions offered by major EMM/UEM vendors including BlackBerry, Citrix, IBM, Ivanti, Microsoft, Sophos, SOTI, and VMware. You can scroll through the whole chart or click on a topic in the bulleted list below to go to that specific section of the chart. ♦

- **Deployment Options** (on-premises, cloud)
- **Mobile Platforms Supported**
- **Mobile Device Management** (selective wipe, disable camera, etc.)
- **Mobile Application Management** (sandboxing, remote app management, etc.)
- **Security** (app deny/allow lists, secure web browser, firewall, etc.)
- **Document/Content Management** (encrypted document container, secure email, etc.)
- **Network Management** (roaming cost control, device diagnostics, usage monitoring, etc.)
- **Service Management** (help desk support management, remote control of device, etc.)
- **Integration with PC Management Tools**
- **Reporting** (alerts, real-time dashboards, app-level analytics, etc.)

This chart was originally published in May 2013 and most recently updated in May 2021. We chose the vendors and products listed here based on conversations with independent analysts; all have significant market share or are important to include for other reasons such as features and functions. All information in the chart about the products and services comes from the respective vendors.



## EMM / UEM VENDORS COMPARED

# Deployment Options

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti's Unified Endpoint Management Solutions	Microsoft Endpoint Manager	Sophos Mobile	The SOTI ONE platform	VMware Workspace ONE
<i>On-premises</i>	<b>YES</b>	<b>YES</b>	<b>NO</b> (but on-premises access gateway available for email, VPN and other applications)	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>
<i>Cloud/SaaS</i>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>



## EMM / UEM VENDORS COMPARED

# Mobile Platforms Supported

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
Product Name(s)	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile	SOTI MobiControl, SOTI Snap, SOTI Assist, SOTI Insight, SOTI Connect	VMware Workspace ONE
iOS	YES	YES	YES	YES	YES	YES	YES	YES
Android	YES	YES	YES	YES	YES	YES	YES	YES
Android Enterprise	YES	YES	YES	YES	YES	YES	YES	YES
Extended Android APIs	YES (Samsung Knox)	YES	YES (Samsung Knox, Android-based OEMs)	YES	YES	YES (Samsung Knox and SAFE, LG Gate, Sony)	YES	YES (Samsung Knox, Zebra MX, Android Enterprise OEMConfig, custom settings via XML)
BlackBerry	YES	YES	YES	NO	NO	YES (models running Android)	YES (Android BlackBerry devices only)	YES
Windows Mobile	NO	NO	NO	NO	NO	NO	YES	YES
Windows Phone 7	NO	NO	NO	NO	NO	NO	YES	YES
Windows Phone 8	NO	NO	NO	NO	NO	NO	YES	YES
Other	Windows 10; macOS; Chrome OS; tvOS; QNX; Android Things	Windows 10; macOS; Chrome OS; Citrix Ready Workspace Hub; Alexa for Business	Windows 10; macOS; Chrome OS; Linux; Windows 7; Amazon Fire; Android Wear; Android Things; Microsoft Holographic; watchOS; Windows IOT Platform	Windows; macOS; Chrome OS; Linux; iMoT; Raspberry Pi OS; Zebra; tvOS; Android OEMs	Windows 10; macOS; Zebra; OEMConfig	Windows 10; macOS; Chrome OS	Windows 10; macOS; iPadOS; Zebra, TSC Printronix AutoID, SATO, Honeywell, Brother, Toshiba, Epson, Bixolon, Citizen, Dascom, and Advantech Printers	Windows 10; macOS; Chrome OS; Linux; tvOS; Windows 7, 8, 8.1, RT; Windows CE 7; Symbian; QNX 6.5; Tizen; Raspberry Pi OS



## EMM / UEM VENDORS COMPARED

# Mobile Device Management

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile	SOTI MobiControl and SOTI Connect	VMware Workspace ONE
<i>Password protection</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Password reset</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Remote device wipe</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Selective wipe</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Remote lock</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Set VPN, Wi-Fi, APN, proxy/gateway settings</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Disable Wi-Fi</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Disable carrier data connection</i>	YES	YES	YES	YES	YES	YES	YES	YES



## EMM / UEM VENDORS COMPARED

# Mobile Device Management *(continued)*

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Enterprise Mobility + Security	Sophos Mobile	SOTI MobiControl and SOTI Connect	VMware Workspace ONE
<i>Configuration monitoring/auditing</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Automated provisioning/enrollment</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Disable camera</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Disable Bluetooth</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Manage mobile-attached devices</i> (e.g., printers, scanners)	YES (via ISV partners)	YES	YES	YES	NO (but can block removable storage)	YES	YES	YES
<i>Support multiple users per device</i> (auto-configure device settings based on the currently logged-in user)	YES (supports multi-user/shared device support for iOS)	YES	YES	YES	YES	NO	YES	YES



## EMM / UEM VENDORS COMPARED

# Mobile Application Management

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile	SOTI MobiControl and SOTI Snap	VMware Workspace ONE
<i>User self-service app delivery</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Full-featured enterprise app store</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Containerization /sandboxing</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>App containerization using developer SDK/toolkit</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>App containerization using app wrapping</i>	YES (via partner)	YES	YES	YES	YES	NO	NO	YES
<i>Block copy/paste between apps</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Block copy/paste from email</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Restrict which apps can open a given file</i>	YES	YES	YES	YES	YES	YES	YES	YES



## EMM / UEM VENDORS COMPARED

# Mobile Application Management (cont.)

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
Product Name(s)	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile	SOTI MobiControl and SOTI Snap	VMware Workspace ONE
App inventory tracking	YES	YES	YES	YES	YES	YES	YES	YES
App usage monitoring	YES	YES	YES	YES	YES	YES	YES	YES
Apple volume purchase program integration (decrements volume purchase agreement quantity available as users download apps from store)	YES	YES	YES	YES	YES	YES	YES	YES
Remote desktop access (access to apps and data on desktop from smartphone or tablet)	YES	YES	YES	YES	YES	NO	YES	YES
Supports native iOS app controls	YES	YES	YES	YES	YES	YES	YES	YES
Supports native Android Enterprise app controls	YES	YES	YES	YES	YES	YES	YES	YES
Ability to deploy apps to unmanaged devices	YES	YES	YES	YES	YES	YES	YES (SOTI Snap apps only)	YES



## EMM / UEM VENDORS COMPARED

# Security

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile and Sophos Intercept X for Mobile	SOTI MobiControl and SOTI Identity	VMware Workspace ONE
<i>Secure web browser</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Application deny/allow lists</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Data loss prevention (DLP)</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Email attachment DLP</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Device compromise detection (jailbreak/rooting)</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Device-level encryption</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Encrypted folders</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Encrypted email attachments</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Encrypted email message body</i>	YES	YES	YES	YES	YES	YES	YES	YES





## EMM / UEM VENDORS COMPARED

# Security (continued)

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
Product Name(s)	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile and Sophos Intercept X for Mobile	SOTI MobiControl and SOTI Identity	VMware Workspace ONE
Geofencing	<b>YES</b> (via Persona and via partners)	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Time fencing	<b>YES</b> (via partners)	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Mobile VPN	<b>YES</b> (proprietary non-VPN secure connectivity and per-app VPN)	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
App-level micro VPN	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b> (in combination with Sophos XG Firewall)	<b>YES</b>	<b>YES</b>
Multifactor device/app authentication (token-based, facial recognition, client access card support, etc.)	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Malware detection	<b>YES</b>	<b>YES</b> (via partners)	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Includes firewall	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>



## EMM / UEM VENDORS COMPARED

# Security (continued)

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile and Sophos Intercept X for Mobile	SOTI MobiControl and SOTI Identity	VMware Workspace ONE
<i>Single sign-on support</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Mobile identity</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Entitlement management</i>	YES	YES	YES	YES	NO	YES	YES	YES
<i>Risk-based authentication</i>	YES	YES	YES	YES	YES	NO	YES	YES



## EMM / UEM VENDORS COMPARED

# Document/Content Management

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Spark Suites	Citrix Endpoint Management (XM Enterprise Transition)	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile	SOTI MobiControl (Hub)	Workspace ONE Content, Workspace ONE Boxer
<i>Encrypted document container</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Secure email</i>	YES	YES	YES	YES	YES	YES	YES (via OS/MDM APIs)	YES
<i>File server access</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Secure SharePoint access</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Integrates with enterprise document management software</i>	YES	YES	YES	YES	YES	YES	YES	YES



## EMM / UEM VENDORS COMPARED

# Network Management

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile	SOTI MobiControl	VMware Workspace ONE
<i>Data usage management</i> (restrict where, when and whether downloads occur over Wi-Fi or cellular)	YES	YES	YES (for MaaS360 Secure Document Sharing)	YES	NO	YES	YES	YES
<i>Roaming cost control</i> (such as auto disablement of data when roaming)	YES	YES	YES	YES	YES	YES	YES	YES
<i>Device diagnostics</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Usage monitoring</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Block device from accessing email if policies violated</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Offers peer-to-peer distribution</i>	NO	YES	YES	YES	YES	NO	YES	YES
<i>Partners with third-party content delivery network</i>	NO	YES	YES	YES (via AWS and Azure storage)	NO	NO	YES	YES



## EMM / UEM VENDORS COMPARED

# Service Management

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile	SOTI MobiControl and SOTI Assist	VMware Workspace ONE
<i>Help desk support management</i>	YES	YES	YES	YES	NO	NO	YES	YES
<i>Service monitoring</i>	YES	YES (via partners)	YES	YES	YES	YES	YES	YES
<i>Remote control of device</i>	YES (via partner)	YES (via partners)	YES	YES	YES	YES	YES (with remote diagnostics)	YES
<i>User self-service portal</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Chatbot support</i>	YES	YES	YES (via MaaS360 Assistant)	YES (provided in the ITSM)	YES	NO	NO	YES



## EMM / UEM VENDORS COMPARED

# Integration with PC Management Tools

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
Product Name(s)	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile	SOTI MobiControl	VMware Workspace ONE
Offers a separate or integrated PC management tool (for Windows 10 or Mac)	YES	YES	YES	YES	YES	YES	YES	YES
Integrates with a third-party tool	YES	YES	YES	YES	NO	NO	NO	YES
Offers integrated management console for PC and mobile management	YES	YES	YES	YES	YES	YES	YES	YES
Offers integrated app store for both desktop and mobile app deployment	YES	YES	YES	YES	YES	YES	YES	YES
Offers GPO or other policy migration from legacy PC management systems	NO	YES	YES	YES	YES	NO	YES	YES
Supports legacy Windows systems (XP, 7)	NO	YES	YES	YES	YES	NO	YES	YES



## EMM / UEM VENDORS COMPARED

# Reporting

	BlackBerry	Citrix	IBM	Ivanti	Microsoft	Sophos	SOTI	VMware
<i>Product Name(s)</i>	BlackBerry Spark Suites	Citrix Endpoint Management	IBM Security MaaS360 with Watson	Ivanti UEM	Microsoft Endpoint Manager	Sophos Mobile	SOTI MobiControl, SOTI Connect, SOTI Insight	VMware Workspace ONE
<i>Alerts</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Automated responses to alerts</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Automated, scheduled report delivery</i>	YES (also via partners)	YES	YES	YES	YES	YES	YES	YES
<i>Real-time dashboards</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Device-level analytics</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>App-level analytics</i>	YES	YES	YES	YES	YES	YES	YES	YES
<i>Can leverage aggregate data across customer base for insights/best practices</i>	YES	YES	YES	YES	YES	YES	YES	YES