

A Partner's Guide to Winning with 42Gears



As a channel partner, your customers look to you for delivering solutions that will streamline their operations, drive productivity and lower costs; this is where 42Gears comes into play. This comprehensive guide is your roadmap to success, equipping you with the knowledge, strategies, and tools needed to confidently advocate for 42Gears' cutting-edge solutions.

Whether you're a seasoned professional or new to the game, this resource will help you navigate the intricacies of the Mobile Device Management (MDM) space, positioning 42Gears as the clear choice for your customers. Your success is our success, and we're here to support you every step of the way.

What is MDM?

Mobile device management (MDM) is a software or set of tools employed by IT administrators to equip a workforce with mobile productivity resources and applications, all the while ensuring the security of corporate data. MDM solutions can help organizations remotely monitor, manage, and secure enterprise devices of all kinds, including smartphones, tablets, desktop computers, printers, and scanners.



MDM vs EMM vs UEM



Simply put, MDM focuses on device security and control, EMM (Enterprise Mobility Management) extends to managing applications and content, and UEM (Unified Endpoint Management) further broadens the scope to include various endpoint devices (like desktops, laptops, and IoT devices) beyond just mobile.

MDM	EMM	UEM
<ul style="list-style-type: none">▶ For provisioning apps and devices at scale.▶ For restricting employees from getting distracted at work.▶ For tracking lost devices.▶ For troubleshooting devices remotely.	<ul style="list-style-type: none">▶ Includes MDM features and...▶ For managing applications on enrolled devices and controlling their access permissions.▶ For allowing users to securely access business content on their mobile devices.▶ For allowing enterprises to authenticate the identity of users and manage user activity on company networks and devices.	<ul style="list-style-type: none">▶ Encompasses both MDM and EMM features and...▶ Managing devices across platforms to lock down hardware, software, data, and management from a single console.▶ Preventing malware attacks.▶ Collecting and analyzing data like device use patterns.

Benefits of MDM



Centralized Management via Single Console

Manage different types of endpoints from a single console, streamlining administration tasks.



Enhanced Security

Configure comprehensive security measures across all endpoints, including mobile devices, desktops, laptops, and IoT devices to ensure devices stay compliant with your organization's security policies.



Improved IT Efficiency

Simplify device provisioning, configuration, and managing updates to improve operational efficiency and reduce IT overhead.



Increased Productivity

Enhance productivity by reducing the device downtime with remote troubleshooting and restricting access to only approved applications and websites.



Reduced Operational Costs

Reduce Total Cost of Ownership (TCO) by eliminating the need for multiple management solutions and optimizing resource utilization.



Real-time visibility

Get real-time visibility into device status, health, and usage patterns, enabling proactive monitoring and rapid response to potential issues.



Simplified Compliance

Enforce device compliance policies and configure appropriate actions for devices that are non-compliant.

Gartner

Gartner ranks 42Gears' SureMDM superior for customization, service & support, integration, and ease of deployment. SureMDM has an overall customer recommended percentage over 90%.

Where are the opportunities for an MDM solution?

Focus Verticals	Pain Points	Opportunity
<ul style="list-style-type: none"> ▶ Manufacturing ▶ Financial/Banking ▶ Transportation & Logistics ▶ EdTech ▶ Pharmaceuticals & Healthcare ▶ Retail & Ecommerce 	<ul style="list-style-type: none"> ▶ Increased cost and complexity in provisioning and managing devices ▶ Cybersecurity risks ▶ Safety of IT assets ▶ Employees using personal devices for work or company owned devices for personal use ▶ Decreased employee productivity 	<ul style="list-style-type: none"> ▶ Companies with a range of devices like phones, tablets, PCs, rugged devices, peripherals to manage ▶ Companies trying to reduce IT costs incurred due to shipping devices for troubleshooting ▶ Companies going through business transformations (shifting to cloud, compliance, security, automation ...)

10 Questions to Find New Opportunities



When speaking with a current customer or a prospect, 42Gears SureMDM solution will benefit companies that need to track, monitor and manage devices and peripherals; regardless of the manufacturer and the Operating System. Here are some helpful questions for identifying and targeting the right customers for an MDM solution.

- 1 Do you have a significant number of mobile devices or peripherals (smartphones, mobile computers, tablets, printers) used within your organization?**
This question helps you understand the scale of their device usage, which is a crucial factor in considering an MDM solution.
- 2 Are you experiencing security concerns related to mobile device usage, such as data breaches or device loss/theft?**
This question addresses security issues that MDM solutions can help mitigate.
- 3 Do you need to manage and enforce policies on mobile devices, such as password requirements, encryption, or app restrictions?**
This question focuses on policy management, which is a key feature of MDM solutions.
- 4 Are you looking to streamline and automate mobile device provisioning and configuration processes?**
This question highlights the efficiency gains that MDM can offer in terms of device setup and management.
- 5 Do you need to monitor and track device usage, application usage, or data consumption for compliance or optimization purposes?**
This addresses the monitoring and reporting capabilities of MDM solutions.
- 6 Are employees using personal devices (BYOD) for work-related tasks?**
Understanding the Bring Your Own Device (BYOD) policy, if any, helps tailor the MDM solution to their needs.
- 7 Are you concerned about maintaining software and OS updates across your device fleet?**
This question touches on device maintenance and keeping devices up to date.
- 8 Do you require remote troubleshooting and support capabilities for mobile devices used by your employees?**
Remote support is a useful aspect of MDM, especially in a distributed workforce.

- 9** What are your primary goals or expected outcomes with regard to managing mobile devices within your organization?
This open-ended question allows the customer to express their specific objectives, which can help tailor the MDM solution to their needs.
- 10** Do you want to manage a wide range of devices, encompassing different operating systems and IoT?
This question helps you understand the usage of different devices that MDM solutions can manage

The Cloud Business Model & Upsell Opportunities



Selling 42Gears's SureMDM software not only provides enormous value to your customers, but it also opens the door to create a significant recurring revenue stream and interesting growth opportunities for our Partners. 42Gears was one of the first to offer device management software in the cloud, and has developed a strong business model for our channel partners:

Recurring Revenue

SureMDM is offered in 3 tier subscription levels to suit small, mid, and enterprise customers. And a choice of 1 yr, 3 yr, or 5 yr terms. Our channel partners get a significant percentage of this recurring revenue on-going. With our extremely high customer retention rates, you can typically expect that **95% or more of the revenue you generate will recur every year** going forward.



Expansion Sales

Partners have the opportunity to easily expand their revenue with existing customers by **15-25% or more** per year as their clients device needs grow. And with SureMDM now supporting printers, scanners, and IoT devices, the potential is even greater.



Upsell

SureMDM offers a number of opportunities for upselling your existing customer base which can add another **10% or more to your annual revenues**. MTD, VPN, and InLocate for example are all valuable add-ons to SureMDM with a nominal monthly fee. And if you have customers that started with the Standard or Premium SureMDM license, at every renewal period you can review if it makes sense to move the customer to the next license tier.



Managed Services

SureMDM is also offered as a multi-tenant hub so you can offer even more differentiation and value added services for your clients. Customers that prefer to outsource their device management offer partners the opportunity to earn **2-3 times** what you would compared to selling standalone licenses.

As a mobile device software reseller, you're not just selling products; you're providing solutions that significantly improve your customer's productivity and security. Embrace the opportunity to upsell, renew, and expand your sales to maximize your profit potential while ensuring long-term customer satisfaction.



42Gears Unique Selling Points

Multi-OS Support:

SureMDM supports all major operating systems including Android, iOS/iPadOS, macOS, Windows, Linux, WearOS, Android VR, and ChromeOS.

Support for Things Devices:

SureMDM extends its device management capabilities to printers, RFID readers, barcode scanners, and many IoT devices.

Technical Support:

SureMDM offers 24/7 best in class technical support via application, webpage, chat and email without any additional cost.

Industry accolades:

42Gears' overall customer recommended percentage in Gartner Peer Insights is over 90% and Gartner ranks 42Gears superior for customization, service & support, integration, and ease of deployment.

Ease of Managing:

SureMDM's console is designed to minimize the complex workflows and easy navigation. With an intuitive dashboard, IT administrators need minimal hand holding to start managing devices.

Flexible and Transparent Pricing:

SureMDM offers a three-tier flexible and transparent pricing model to suit the different business requirements. With SureMDM, you only pay for what you need.



Product Customization:

We understand that some of our customers would require customization to fit their workflow, so we provide most product customization requests at no additional cost.

Supported platforms



Customer Pain Points



Managing corporate-owned devices

- Large scale deployments of different platforms
- Provisioning devices with required apps and content
- Configuring key security policies



Device misuse and productivity loss

- Risk of device and data loss
- Installing and accessing non-business applications or urls on the devices



High maintenance cost

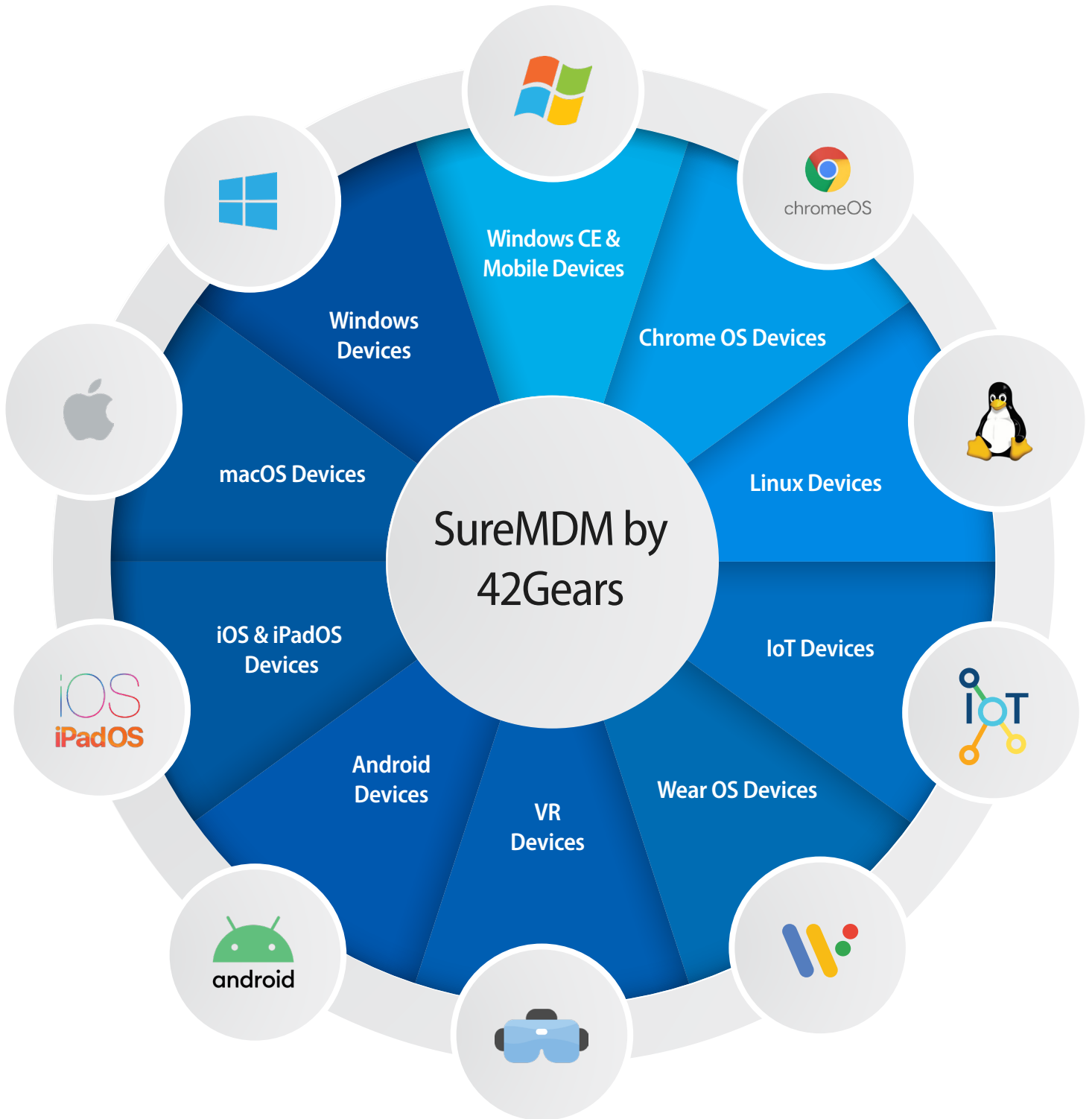
- End user loses productivity when devices do not operate properly
- Unnecessary repairs when devices go undiagnosed
- Time and money involved in shipping devices to service centers



Monitoring of Devices

- Tracking of devices/assets
- Generating reports on device health, performance and status
- Configuring device compliance policies

Products



MDM / UEM Product Comparison

Features	42Gears SureMDM	SOTI MobiControl	VMware Workspace ONE	Ivanti Neurons for UEM	ManageEngine Endpoint Central
AI Chatbot - Use text/voice commands to perform various tasks	✓	✗	✗	✗	✗
Remote Buzz - Alert to locate the device	✓	✗	✗	✗	✓
Fencing - Geo, Time and Network	✓	Only Geo Fencing	Only Geo Fencing and very limited Time Fencing	Only Geo Fencing	Only Geo Fencing
Things Management for Printers, Barcode Scanners, RFID Readers, IoT devices	✓	Limited Support (Printers and VR devices)	✓	Limited Support (Raspberry pi OS and Windows 10 IoT Enterprise)	✓
Multi-Admin Remote Control	✓	✗	✗	✗	✗
Multi-Tenant Hub for Managed Service Providers	✓	✗	✓	✓	✓
Jobs/Profiles Revision History	✓	Only allows to view Profile History	✗	✗	Only modification of profiles is possible, it overrides the previous configurations

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