



## GroupLogic Introduces mobilEcho — A Secure File Management Offering for the Mobile Enterprise

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By: [Stacy Crook](#)

### Background

On May 23rd, 2011, GroupLogic unveiled its newest offering, [mobilEcho](#), an enterprise mobile file management offering. Founded in 1988, GroupLogic develops products that allow enterprises to access and manage Windows-based files on disparate operating systems. The company's flagship product, ExtremeZ-IP, gives companies a way to seamlessly integrate Macs into a Microsoft-based file and print server environment. In addition, the company offers a popular managed file transfer product called MassTransit. Currently, GroupLogic has 6,000 customers across its product lines.

### Product

With a strong background in Windows to Mac file access and an eye towards the current trends in enterprise mobility, GroupLogic believed the iPad offered an opportunity to leverage its current technology into an offering focused on the mobile worker market. While there are cloud based solutions to access files on the iOS devices today, the iPad does not include a native file system on the device, so those solutions do not allow for the ability to download and manage files centrally. They also do not allow users to access files directly from their corporate servers. GroupLogic's mobilEcho is a native application that was built to tackle these very issues. With a mobilEcho server installed in the company's backend and clients deployed to devices, users can immediately access the corporate files that they have permission to access and download and save those documents inside the mobilEcho application. Because the files are downloaded, they can now access them on or offline, whereas a cloud application would require that users are online. In addition, since the files are all sitting in one application, IT now has the ability to centrally manage and secure that application remotely.

Some of the key features of the solution are:

- The ability to access, browse, preview, cache and search files on corporate file servers
- Integration with the company's existing Active Directory
- Encryption during transport and on the device
- Selective remote wipe for lost, stolen or compromised devices
- Fast and easy server and user configuration

### Opinion

With the continued growth in mobile devices, the solutions for enterprise remote access continue to proliferate. Over the last year, the tablet has been a significant driver of activity in this market as it is an ideal form factor to view and edit content as needed on the go. Today, companies have several options when it comes to providing employees remote access to their corporate data, and given the fact that organizations tend to have a variety of mobile worker types, it is very feasible that they will employ more than one solution to do so. Aside from VPN technology, some of the options for remote file access today include: remote access services technologies, such as LogMeIn or Citrix's GoToMyPC, that leverage screen sharing technology to allow users to access their desktops on mobile devices over the internet; client virtualization mobile extensions such as Citrix Receiver that leverage virtualization technology to give users remote access to their entire desktop or a subset of applications; and cloud-based solutions, such as DropBox or Box.net, that provide remote access to files that have been uploaded to the cloud.

Of course, there are pros and cons to each solution, and IDC has done deep analyses on a number of these markets in the past year (*Worldwide Remote Access Services Software 2010–2014 Forecast and 2009 Vendor Shares*, IDC #226043, December 2010, and *Mobile Virtualization Technology Assessment*, IDC #228088, May 2011). From IDC's perspective, however, the aim of the mobilEcho product most closely mirrors the cloud-based file access services, and GroupLogic's differentiators from these services are the factors that will appeal most to enterprise customers:

- IT now knows for sure which files users are accessing and downloading to their devices, and they can protect those files through wipe and lock capabilities if that device is lost or stolen.
- GroupLogic has a way to provide access to those files without having to upload them to the cloud. This feature is attractive to companies concerned about where their data resides.
- Users can have access to the information they need at any time. With the files native on the device, GroupLogic allows the files to be fully encrypted on the device.

One thing that has driven the popularity of the current cloud services is their ease of use, so for companies to be assured that employees use mobilEcho instead of continuing to use their current workaround solution, they must ensure that the solution is just as easy to use.

GroupLogic does have an existing customer base to sell into, thanks to the popularity of its other offerings. In addition to ease of use, getting the pricing model right will also be important, as companies are not looking to pay high license fees to give employees access to files, especially if they already have invested in other remote access technologies, or if they are spending money on other enterprise mobility infrastructure and applications. At this stage in the market though, there are still plenty of companies that are just starting to build their enterprise mobility strategy and will be looking for alternatives to the existing solutions in the market that may either require too much of an investment, not allow for the level of control they need, or not be practical. GroupLogic provides the simplicity of a consumer solution with the added security required by IT. The company also has the opportunity to partner with other remote access, mobile application, or device management companies that would like to supplement their feature set with secure, manageable file access. Solutions for the iPhone and Android devices are forthcoming.

#### **Subscriptions Covered:**

[Mobile Enterprise Software](#)

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