

Protection with

**M**  **BIVISOR**  **R**

in Data Mining



## About us

IOTIQ GmbH has been providing innovative software solutions for various application areas since 2017. Our aim is to support companies of all sizes and from all industries in taking the right path towards digitization with the right tools at hand and the right partner at their side.

In a world that is mobile and constantly becoming more mobile, security remains the top priority.

To ensure this, we have developed MobiVisor - the mobile device management system that is just right for you.



**Smartly Done.**



## **What is data mining?**

Data Mining is a method of knowledge discovery in databases – finding relevant information in the vast cosmos that a database can be. Data mining is used for obtaining, collecting and storing data and requires extensive, well-organized and well-functioning systems.

Data mining thus has a great deal of importance for gathering, analyzing, processing and interpreting information.



## Necessary for...

Data Mining is necessary for the fields dealing with large datasets and databases such as the healthcare or government sector, scientific research, mathematics, sports, and more. It is essential for the use of fraud detection, cybersecurity planning and risk management.





## **Advantages**

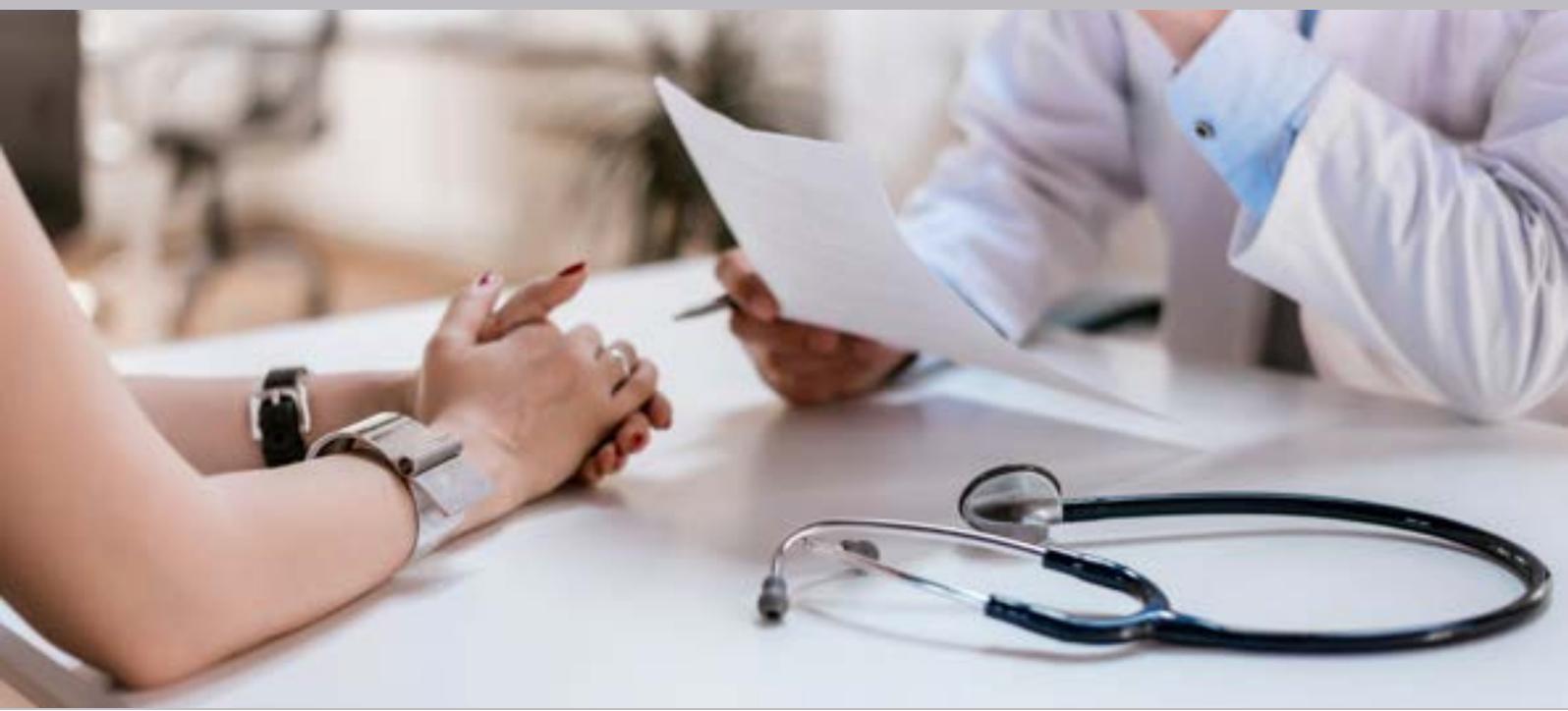
Data mining provides companies with reliable information by gathering data together. It is an efficient way to find solutions, helping businesses make not only profitable production and operational adjustments but also informed decisions. In data mining, systematic processes whose reliability and security have been proven and confirmed by legal institutions, can be used.





## Disadvantages

The tools of data mining can be complex and require training and extensive knowledge in data analytics to use. At times, relevant information can not be found since there are many different ways to analyze and interpret data. Privacy concerns can occur when using data mining, as companies sell clients' personal information to third parties. To illustrate, your healthcare history such as any surgery you've been through is shared with your doctor from the hospital's database as well as with the company appointed to the data mining process. Data mining requires large databases to be effective and can be quite costly.





## **With MDM**

MobiVisor is an efficient application that provides the opportunities of the MDM system. Data mining works in the field of massive databases and you might be frightened that if your device is stolen or lost, what will happen to these huge collected data. Here, an MDM provides you with a lock and wipe option for the devices. All the information you gathered is backed up in a corporate MDM and cloud and after you activate the lock and wipe section, your administrator could save the data from the company cloud. It might occur as a necessity to take extra security measures such as setting up blocklists for certain domains or using a VPN to make sure that the internet can only be accessed with a safe connection. Thanks to MDM, you can ensure the security of your personal information and you do not have to make costly payments.

On the other hand, if massive databases cause confusion, an MDM can analyze and interpret this complexity by dividing the data into simpler forms. This type of data analysis serves you in terms of determining customer preferences, for example in the retail industry – which product is preferred or which brand is popularly trusted, and what kind of reaction a specific product is exposed to in online comments. You can establish a balance between demand and sale. Finally, data mining supported by an MDM is more efficient as the system gets help from Artificial Intelligence tools like Machine Learning. Machine learning enables data mining workers to predict possible outcomes.



By clicking [here](#) you can learn more about the process of Data Mining in Healthcare and MDM!

## Do you want to know more?

Do you have questions about how MobiVisor and our extensions work, or are you unsure whether MobiVisor MDM fits your company and its challenges?

We are happy to assist you with advice and support! Just contact us by phone or e-mail. We are also happy to arrange a personal presentation appointment with you and provide you with a test environment of MobiVisor without commitment.



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