

Company Owned Work Profile (COWP) with Android Enterprise & MobiVisor MDM

Full control and flexibility for your company-owned Android devices

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Android Enterprise and MobiVisor MDM:

Tailored control for every use case

Android Enterprise offers the ability to not only manage mobile devices in your organization efficiently and consistently, but also the ability to manage your company's app catalog. MobiVisor MDM leverages the comprehensive and consistent management options of Android Enterprise to provide you with a powerful and flexible solution for your corporate Android devices – whether you want to deploy devices for pure business use, mixed business and personal use, or dedicated apps.

Usage scenarios for company-owned Android devices

Full Device Management / Work-Managed Devices: With Android Enterprise's fully managed device mode, powered by MobiVisor MDM, you have the most comprehensive control over the entire device. This is ideal for scenarios where the device is used exclusively for business purposes (COWM - Company-Owned, Work-Managed).

- *Special feature:* It can be specified that private user accounts cannot be created on devices intended for business purposes only.

Enable personal use on company devices (Company-Owned, Personally-Enabled - COPE): If you want to allow your employees to use their work devices privately, a work profile can be set up on Android devices.

- *Special feature:* The work profile strictly separates business data and apps from personal data. This comprehensively protects company data while preserving employee privacy, as IT has no access to personal data. The work and personal profiles run parallel on the device's home screen, with work apps and notifications identified by a briefcase-shaped icon.

Dedicated devices for specific tasks (Dedicated Devices / Kiosk Mode): KIOSK mode is available for Android devices. MobiVisor MDM enables the configuration of Android devices for dedicated use cases, such as kiosks, digital signage, or mobile workforce devices (e.g., logistics, retail, baggage handlers scanning baggage with a rugged handheld device with an integrated barcode scanner).

- *Special feature:* By not focusing on a specific purpose on devices designed for specific tasks, an app is set to appear on the screen and cannot be closed by the user. The IT administrator can also hide system navigation and settings to prevent user distractions. Apps are managed entirely remotely, and there is no searchable Play Store available to users.

Special features

Data security with Android

With MobiVisor MDM, you can manage company-owned Android devices securely and efficiently. Numerous policies protect against data loss:

- **Screen lock** – Enforces a secure PIN or strong password on the entire device or only in the work profile.
- **Encryption** – Device storage is encrypted by default and can also be enforced by policy.
- **App-Whitelisting** – Only authorized apps may be installed on the device via Google Play and used in the work profile.
- **VPN** – Secure data traffic over the network thanks to app or device VPNs. Only work profile apps can access it.

Control features in the work profile

- **Data separation** – Strict separation of business and private data at the OS level (processes, memory, storage location).
- **Copy/paste protection** – Prevents copying content from the work profile to private apps.
- **Inter-App-Sharing** – Control which apps can share data with private applications or block them completely.

Provisioning & enrollment

For security reasons, devices must be registered immediately upon unpacking or after a factory reset. MobiVisor supports:

- **Zero-touch Enrollment** – Pre-configuration by the admin before the device is unpacked.
- **NFC-Enrollment** – Registration by placing the handset on a programming device.
- **EMM-Token** – Quick registration via code, e.g. via email or SMS.

Seamless integration and easy deployment with MobiVisor MDM

MobiVisor MDM simplifies the entire lifecycle of your corporate Android devices:

1. **Easy registration (Zero-Touch & NFC):** Whether you're using zero-touch enrolment for automated provisioning of new devices or NFC provisioning (for NFC-enabled devices) for quick setup of existing devices, MobiVisor MDM makes the onboarding process a breeze, including the automatic application of security policies. To use zero-touch enrollment, you'll need the appropriate devices.
2. **Central administration:** Manage your entire device fleet from a central console. Assign policies, distribute apps, and monitor device health. With a standardized set of robust Android Enterprise APIs, you can efficiently protect and manage data and applications.
3. **Security updates:** Ensure your devices are always updated with the latest security patches to ward off potential threats and maintain device integrity. When selecting a device, consider whether the manufacturer and your mobile provider offer regular OS security patch updates.

Contact us today to learn more about how MobiVisor MDM can help your organization manage company-owned Android devices!