



Good Technology Device Activations Report

Q3 2010

***Enterprise Adoption of iOS Devices and Android
Continues Rapid Expansion***



Executive Summary

In Good Technology's first quarterly metrics report for Q3 2010, we found that within two months of its launch, the Apple iPhone 4[®], is already the most frequently activated device among Good's enterprise customers. The Apple iPad[®] also leaped into Good's "top five" devices this quarter, showing that enterprises and their end users are already adopting tablet devices for business. Android device activations continue to grow rapidly as more new devices come to market, with the Droid X by Motorola as the most frequently activated Android device in September. Overall:

- iOS devices represented more than 50 percent of net new activations from May 1st through September 30th, 2010
- Android devices represented nearly 30 percent of net new activations over that period
- Windows Mobile devices represented 15 percent of net new activations over that period
- Symbian devices represented less than 5 percent of net new activations over that period

Devices based on the Apple iOS platform continue to dominate net new activations in Good's enterprise accounts, fueled by the iPhone 4's launch in late June and the steady climb of iPad activations. Android, which is available on a wide variety of handsets and on all major carriers, now represents close to 30 percent of net new activations, up from less than 20 percent in 1Q 2010, its first full quarter of availability. As an increasing number of Android devices—including both smartphone and tablet form factors—come to market, we expect this growth in Android device activations to continue to increase accordingly.



Introduction

As more consumers get smartphones for personal use, they drive a fundamental revolution in enterprise mobility. Employees want device choice, while employers don't want to pay extra to support each worker's unique work device. At Good Technology, we are on the frontline of this mobile enterprise revolution. As the leader in multi-platform enterprise mobility, security, and management, Good has a clear view into enterprise adoption and support of mobile devices. Thousands of customers across every major industry and more than 40 of the Fortune 100 use Good Technology for enterprise mobility.

In our first quarterly metrics report, we examine the most popular device models that our end users activate. Because our customers are from a wide range of industries, including Finance, Healthcare, Government, Insurance, Retail, Manufacturing, and Technology, and all major geographies, our data reflect the overall enterprise mobility landscape.

Methodology

We analyzed activations by month across our thousands of corporate and government customers to determine the "Top 10" most frequently activated devices and the overall trend for net new activations across all of the mobile OS platforms we support. Analyzing both the "Top 10" devices and the long-tail of net new device activations by platform gives us unique insight into not only the individual devices and form factors that are most popular with end users, but also the platforms that enterprises approve and enable for access to business data and applications.

The period covered in this report is the entirety of Q3 (July 1st through September 30th, 2010), with the last months of Q2 2010 (May and June) for context.

Since RIM devices use only the BlackBerry[®] Enterprise Server for corporate email access, Good does not have insight into BlackBerry handset activation trends and they are not reflected in this report.

The metrics cited in this report are generated directly from Good's internal data, as aggregated from Good's worldwide customer base. In future reports, we plan to provide more detail regarding vertical industry and geographic trends.

Figure 1a



Top 10 new device activations, May through September, 2010

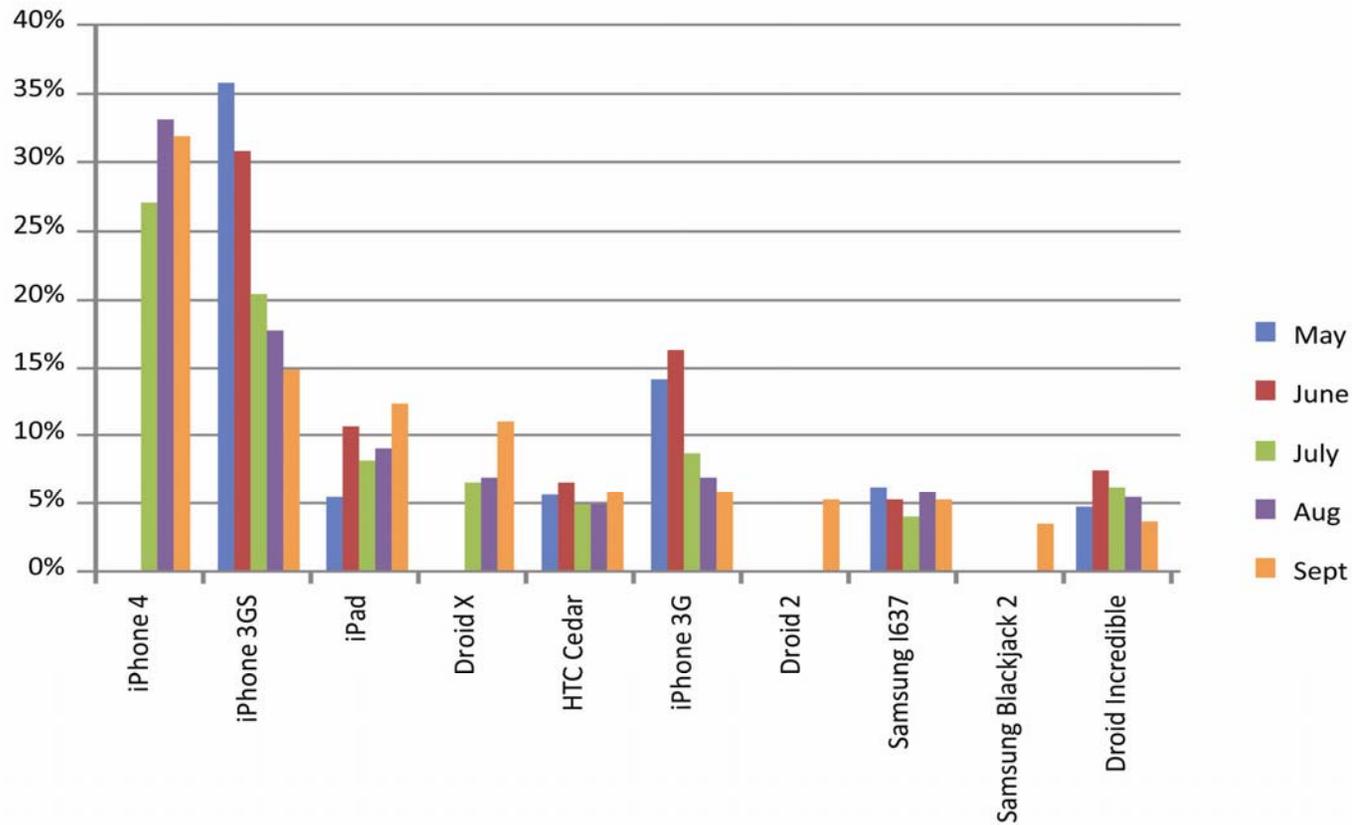
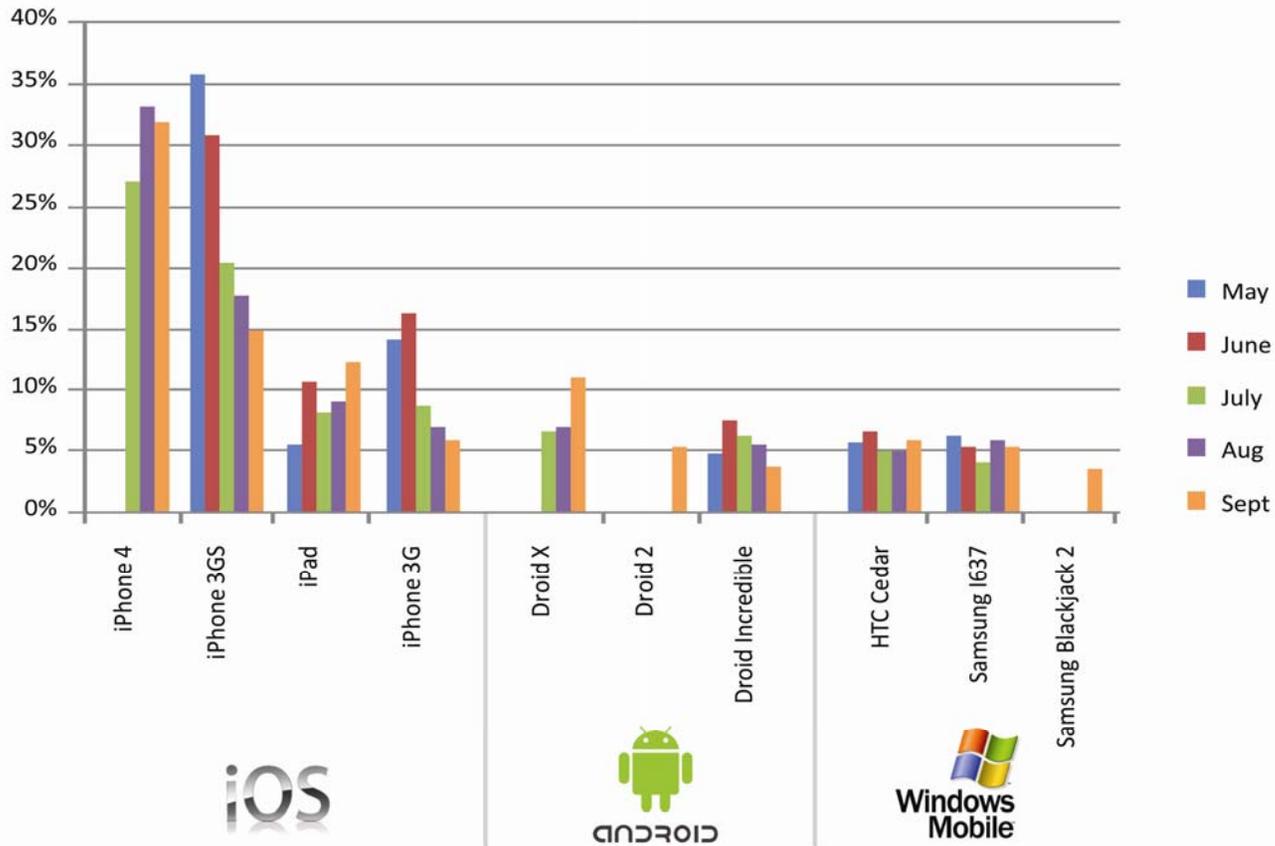


Figure 1b



Top 10 new device activations by platform, May through September, 2010





Results – “Top 10” Devices

In Figures 1a and 1b, we see that devices based on Apple’s iOS platform dominated activations for the period from May 1st through September 30th 2010, with the recently introduced iPhone 4 and iPad both on the rise. The iPhone 4 was released on June 24th, late enough in the month not to make the “Top 10” list for June; however, by the end of July, the iPhone 4 was already the most frequently activated device among Good’s customers. The iPad also has shown strong adoption and activation growth with Good’s enterprise customers, entering the “Top 5” in less than two months. Interestingly, 70 percent of these iPad users have not activated any other devices with Good, while 30 percent have activated both an iPad and least one other iOS or Android device.

Except for a small uptick for the iPhone 3G in June, there has been a steady decline month to month for the iPhone 3G and iPhone 3GS.

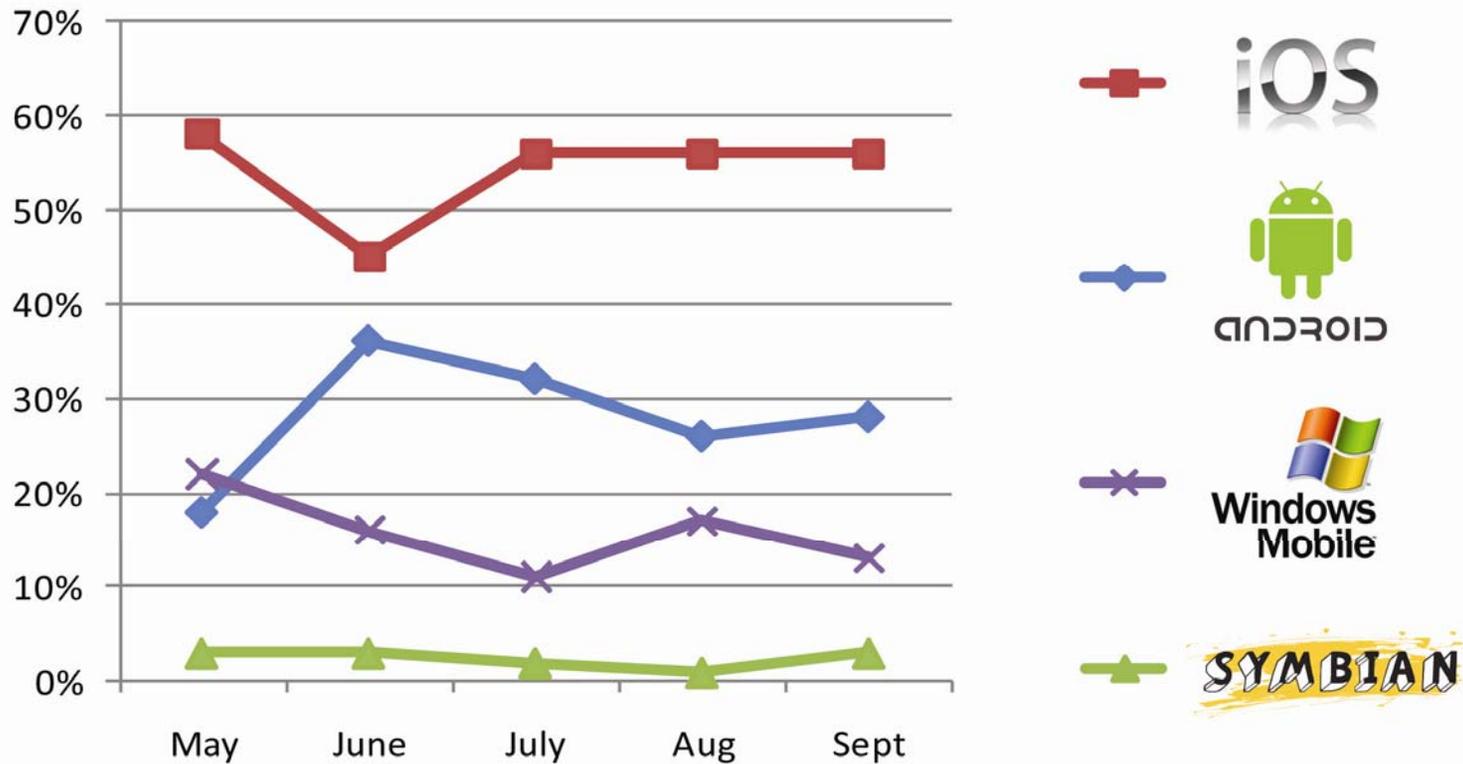
The only individual Android device models to crack the “Top 5” were the Droid Incredible in June and the Droid X in September. However, because there are so many device models that run the Android and Windows Mobile platforms, only the most popular devices will show up in the “Top 10”, while the rest make up a very long tail. As of September 2010, Good supports over thirty device models based on the Android platform, and 100+ models based on the Windows Mobile platform.

More than 40 percent of Good’s customers support both iOS and Android devices, and nearly 20 percent support devices on three or more mobile platforms.

Figure 2



Platform trends in enterprise activations, May through September, 2010





Results – Mobile Platforms

Figure 2 shows the percent of net monthly activations for the mobile operating systems that Good supports. The iOS platform peaked at 60 percent in May, was at its lowest in June at 44 percent, but has increased to 56 percent in recent months. Overall, the Android platform has shown the strongest growth over the period, peaking at 36 percent of net activations by the end of June. It then slipped back in July and August on the strength of the iPhone 4 launch and growing iPad activations, but has started to climb again, ending September at 28 percent of net activations. Windows Mobile, meanwhile, has been trending downward with activations driven primarily by Good’s government customers. Even though Windows Phone 7 is set to launch on October 11, we don’t expect to see Windows Mobile devices vanish from the rankings in the foreseeable future, due to their continued use by government and other enterprises that have invested in ruggedized or other “purpose-built” Windows Mobile devices to support retail, field service, logistics, and transportation applications. Symbian remains fairly steady, but is less than 5 percent of all net activations, driven primarily by Good’s European customer base.