Fairfield Residential is among the largest apartment development and management companies in the US. The private company develops and owns apartments in 40 geographic markets, having built more than 64,000 dwellings for student housing, tax credit affordable housing and luxury condominiums. As a construction and management company, Fairfield is implementing environmentally friendly building where feasible. While it focuses on locations near major transit hubs, it has not been immune to the real estate bubble, filing for Chapter 11 in December 2009. The company continues to see demand for its properties, but tight capital markets, particularly around real estate, required Fairfield to restructure its debt.

**Early Adopter Snapshot**

Fairfield is under pressure to maintain costs, and early on moved to an employee-liable device model. This opened the door for new mobile OSs, which required the company to closely monitor which devices are connecting to its network. Since the company is particularly interested in security and cost savings, it has implemented MobileIron's Sentry and Activity Intelligence services.

**The 451 take**

This is a clear example of real savings with the employee-liable model for smartphones. A large portion of Fairfield's employees require 'anytime, anywhere' access to email. Its advanced mobile users include the IS group, which leverages mobile applications to allow it to remotely connect while on-call. The device management and monitoring tools offered by MobileIron were viewed as critical enough to justify the services expense – even as the company is going through bankruptcy.
Smartphone deployment

Fairfield is a widely distributed company with more than 450 employees dependent on mobile email to remain connected to the enterprise. Fairfield is primarily a BlackBerry shop, with the majority of mobile users managed by BlackBerry's Enterprise Server (BES). Initially, Fairfield issued these devices, as company-liable devices, to employees who use email. In early 2009, Fairfield switched to employee-liable devices, where employees pay for the cost of the device and, in most cases, are able to expense the service back to the company. The switch to employee-liable devices has reduced Fairfield's overall IT budget by almost 20% on an annual basis, which translates to tens of thousands of dollars.

At the beginning of 2010, the company started using MobileIron's ActiveSync Sentry to track who is accessing mobile email. This was driven by the growing use of iPhone, which now stands at about 90 users. Fairfield has fewer than 10 Android users, but expects to see additional users migrate to Android as they become eligible for device subsidies from their carriers. The only other mobile OS used by employees is Palm, which has only a few users.

Mobile security and cost control

Fairfield has deployed MobileIron for both expense management and for security. On the security side, the company is particularly pleased with the ability to prevent the downloading of specific file types to mobile devices, which means employees cannot walk out with company financial information. MobileIron blocks the ability of employees to download Word, Excel and PDFs to their smartphones. Fairfield's IS group leverages MobileIron's Mobile Activity Intelligence to reduce the cost of service plans paid by the company. The service is able to send alerts in near real time when employees exceed company thresholds for roaming costs. This is particularly useful when Fairfield's senior management is travelling in South America and Europe. Also valuable is the ability for BlackBerry users to track the minutes they use on their own device with MobileIron.
Roadmap

Over the next two years, Fairfield's IS group will maintain support for both BlackBerry and ActiveSync devices, and anticipates that 40-50% of its user base will be a mix of Android and iPhone users. On the device management side, the IS group will continue to use BES and MobileIron, but will manage more of the ActiveSync devices as they come into the enterprise. Of particular interest is the ability to remotely provision email settings for employee-liable devices. The IS group uses several mobile applications on iPhone for network monitoring with MochaSoft Telnet, as well as desktop remote control using iRdesktop.

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