Corporate Transaction Notification: Ivanti

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Initiatives: Digital Workplace Infrastructure and Operations

Ivanti looks to improve its ability to manage and secure mobile devices with the announced acquisition of MobileIron. I&O leaders using or considering Ivanti’s UEM product (in Magic Quadrant for Unified Endpoint Management) should review the impact and prepare for change.

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This content is part of a larger body of research on this topic.
Magic Quadrant for Unified Endpoint Management

Key Background

Both Ivanti and MobileIron are part of the unified endpoint management (UEM) Magic Quadrant. On 28 September 2020, Ivanti (a Challenger in the Magic Quadrant) announced it will acquire MobileIron, a Visionary in the Magic Quadrant (see Ivanti’s press release). MobileIron UEM has been a mainstay in mobile-centric endpoint management, but lacks robust capabilities for traditional Windows management. Conversely, Ivanti Neurons UEM has strong enterprise PC management, but lacks robust mobile device management and zero trust network access (ZTNA) security capabilities. Gartner views the acquisition as a natural fit for both vendors that addresses these weaknesses with complementary functionality. The acquisition is subject to necessary approvals and due diligence.

Considerations for Technology and Service Selection

This research is intended to provide relevant contextual information to help you consider and prepare for potential future risk or advantage. It is not a reevaluation of vendors, but rather an update based on publicly available information at a certain point in time. Because the results of corporate reorganizations typically change and evolve over time, our analysts will continue to monitor these changes. The next annual update of the Magic Quadrant will reflect the potential impact(s) that we determine the corporate reorganization may have on vendor positions.

We encourage you to use this perspective in conjunction with the existing Magic Quadrant as you consider initial resources for vendor evaluations and decision-making. As you assess your unique business and technical requirements, always supplement this research with scheduled analyst inquiries to help you and begin to gain insight on further developments, before making any decision.

Prepare for Potential Impacts of a Vendor’s Acquisition
The acquisition should have little short-term impact on Ivanti customers; however, integration of multiple companies and products is not a trivial task. We anticipate that both companies will face challenges in determining the extent of the consolidation of technology, including tool functionality, on-premises software and appliances, and SaaS clouds. Options include integration between the tools, consolidation of capabilities into one tool, or a hybrid approach based on use case or functionality.

Varying workplace values and organizational cultures often complicate the integration of personnel. This will require careful planning and execution to prevent unnecessary disruption that could weaken a strength. For example, both companies offer highly regarded customer support. Underestimating the impact that culture, leadership and practices have on high performing support teams could be disastrous if decisions create staff uncertainty.

Both Ivanti and MobileIron are already undergoing bundling and pricing model changes, which were initiated by the shift from perpetual to subscription pricing and from on-premises to SaaS delivery models. Ivanti needs to minimize changes to pricing and sales teams to avoid confusing or creating uncertainty for buyers. Fortunately, both companies recently reduced the number of SKUs, which aligned the models. Additionally, the primary buyer not changing helps minimize customer engagement strategies.

Gartner expects increased benefit to Ivanti customers over the longer term. But during the transition period, Gartner recommends that clients closely monitor their interactions with the vendor to ensure that the acquisition does not impact their ability to:

- Deliver on bug fixes, feature enhancements, and other roadmap commitments
- Maintain product quality levels
- Provide high-quality customer support and knowledge
- Retain key staff including leadership, support, development and account management

Market Analysis

The 2020 UEM Magic Quadrant prioritized capabilities to manage both mobile devices and enterprise PCs, including Windows 10 and macOS. It also emphasized the importance of UEM in enabling ZTNA to improve security. This acquisition, in addition to Ivanti’s acquisition of Pulse Secure, aligns with the leading trend of IT seeking to improve security and reduce overhead by leveraging fewer tools for endpoint management, endpoint security and network access.

The announcement confirms Ivanti’s renewed commitment to the UEM market. By combining the PC management capabilities of Ivanti with the mobile-centric management and security capabilities of MobileIron and the ZTNA capabilities of Pulse Secure, customers of all three vendors will benefit. In terms of market competitiveness, the combined company is unlikely to challenge Microsoft for large enterprise customers; however, it is well-positioned to fulfill the UEM,
ZTNA and IT service management (ITSM) needs of midmaturity enterprises that support many different devices and operating systems that enable various use cases and desire integration with ITSM as well.

Vendor Analysis

Building on Ivanti’s corporate strategy to improve IT’s ability to discover, manage, secure and service technology, no matter the location, the MobileIron acquisition helps address a weakness in its UEM tool’s ability to manage mobile devices. Indirectly related to UEM, the combination of MobileIron’s Zero Sign-on (ZSO), Tunnel and Sentry, and Pulse Secure’s ZTNA capability, enables secure access to apps, data and devices on and off the company network. Gartner estimates that the acquisition will increase Ivanti’s installed base (devices under management) by 50%.

Recommended by the Author

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Magic Quadrant for Unified Endpoint Management

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