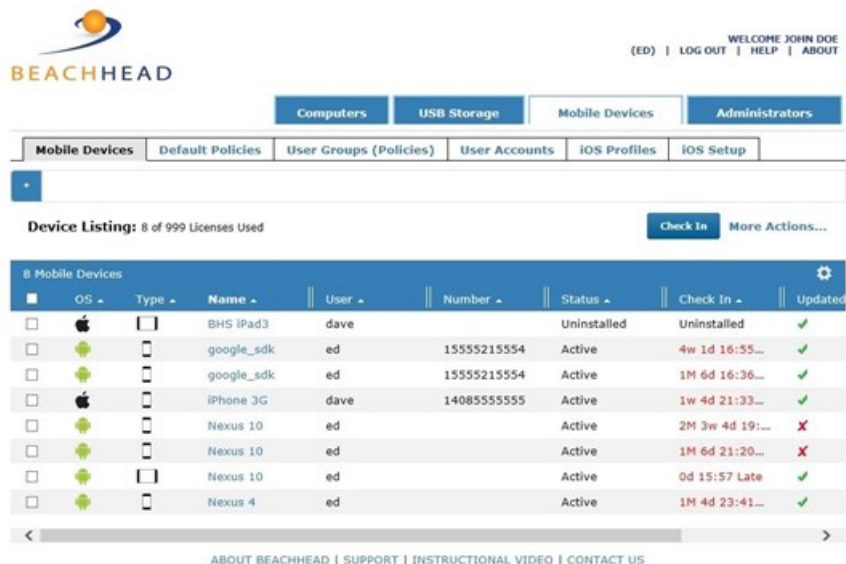


Beachhead Solutions announces emerging markets programme

Beachhead Solutions has announced the introduction of its emerging market channel programme and the expansion of product availability to IT resellers and MSPs in the India, Middle East, Africa (IMEA) regions as well as in Mauritius.



The screenshot shows the Beachhead Solutions web interface. At the top, there is a logo and a welcome message for John Doe. Below this are navigation tabs for Computers, USB Storage, Mobile Devices, and Administrators. The Mobile Devices tab is selected, showing sub-tabs for Default Policies, User Groups (Policies), User Accounts, iOS Profiles, and iOS Setup. A search bar is present. Below the search bar, it says "Device Listing: 8 of 999 Licenses Used" with "Check In" and "More Actions..." buttons. A table lists 8 mobile devices with columns for OS, Type, Name, User, Number, Status, Check In, and Updated. The table shows a mix of iOS and Android devices, some active and some uninstalled.

OS	Type	Name	User	Number	Status	Check In	Updated
Apple	iPad3	BHS iPad3	dave		Uninstalled	Uninstalled	✓
Android	google_sdk	google_sdk	ed	15555215554	Active	4w 1d 16:55...	✓
Android	google_sdk	google_sdk	ed	15555215554	Active	1M 6d 16:36...	✓
Apple	iPhone 3G	iPhone 3G	dave	14085555555	Active	1w 4d 21:33...	✓
Android	Nexus 10	Nexus 10	ed		Active	2M 3w 4d 19:...	✗
Android	Nexus 10	Nexus 10	ed		Active	1M 6d 21:20...	✗
Android	Nexus 10	Nexus 10	ed		Active	0d 15:57 Late	✓
Android	Nexus 4	Nexus 4	ed		Active	1M 4d 23:41...	✓

The programme is designed to grow the California-based company's reach and serve the specific needs of small and medium enterprises (SMEs) facing the growing IT security risks and regulatory requirements prevalent in these emerging markets.

Beachhead's channel-friendly SimplySecure Management System provides easy cloud-based security and management for a business' portable devices, including Windows and Mac laptops and desktops, iPhones and Android phones, iPads and other tablets, and USB storage devices.

Ripe environments

A look at the market potential and demand for Beachhead's SimplySecure mobile device and data security management products in these emerging markets reveals environments ripe for the company's cloud-based device security solutions. Both Africa and India have high mobile device usage and large populations under the age of 25, setting the stage for a new wave of business employees that are expectant of mobility in and out of the office.

At the same time, increased regulations around the protection of personal information are being implemented across Africa

and in India, necessitating that SMEs gain the proper technological safeguards to defend all personal data in their care, even when accessed by employees over mobile devices.

On this front, South Africa's Protection of Personal Information act (POPI) is expected to see enforcement begin in the next few months, and Mauritius is currently enforcing its own Data Protection Act. An anticipated overhaul of the EU's Data Protection Directive is also a looming factor, expected to put even more pressure on trading partners in IMEA and Mauritius to adopt compatible standards.

History of success

Beachhead's new general manager for IMEA and Mauritius, Amit Parbhucharan, will lead the new programme.

"As a global company we look forward to expanding our reach and meeting the needs of new customers in emerging markets, especially with Amit at the helm," said Cam Roberson, Beachhead's director of the reseller channel. "We're proud to have his experience and history of success in navigating these new markets, and glad to see him lead the programme launch."

"Given the current environment of mobile device security risks and regulatory requirements, Beachhead's SimplySecure platform is downright essential for SMEs operating in these emerging markets today," said Parbhucharan. "I'm excited and eager to play a leadership role in providing SMEs with these needed device and data security solutions."

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