Company: Globo Group
Name: Costis
Papadimitrakopoulos
Email: info@globoplc.com
Web: www.globoplc.com
Address: 2191 E Bayshore Rd
Suite 200, Palo Alto,
CA 94303-3236
Tel: +1 650 433 7920

Globo Group acquisition of Sourcebits Inc

In June, Globo Group, an international leader and technology innovator delivering multi-platform Enterprise Mobility Management and Telecom software solutions, acquired the services division of Sourcebits Inc, a developer of mobile applications and proprietary products for enterprise customers. Costis Papadimitrakopoulos, founder and CEO of the Globo Group filled us in on the finer points of the deal.

Globo focuses on helping businesses take advantage of the tremendous benefits that mobility has to offer, says Costis Papadimitrakopoulos, founder and CEO of the Globo Group.

"Enterprise mobility is a complex field, and having a partner like Globo can help any business get to the core of a mobile strategy and its benefits. We satisfy the need for device management either for corporate-liable devices, or in a BYOD-oriented environment. We provide a secure workspace where all mobile device users can securely access company data and be more productive without any risks for the IT. We also offer a unique application development solution, which can be either used by the customer as a development platform (using an in-house development team) to create custom-made apps, or even take the form of professional services that can consult on all stages of the application creation from design, development, deployment and management. We are actually one of very few vendors that can cover all Enterprise Mobility needs in a seamless and fully integrated way, while at the same time remaining very flexible.

"Our direct sales and our extended partner network have allowed us to approach tier-1 customers and provide a very diverse set of solutions depending on customer needs. Oracle has now full control of mobile devices used by employees with our Mobile Device Management (MDM) solution. First Data uses mobility solutions to secure corporate data and increase employee productivity; all business-related apps (like email, contacts, files) are managed within a secure container in employees' mobile devices,

while at the same time they have created business-to-employee apps to enable productivity while on the go. On the apps business side, Coca-Cola, P&G and TUI are only a few of many customers that have had tailor-made applications designed and developed in order to empower their workforce or engage their customers."

Globo was included in 2014 Gartner's Magic Quadrant for Enterprise Mobility Management suites, mostly recognised for its *"completeness of vision"*. Globo's inclusion in Gartner's Magic Quadrant for Enterprise Mobility Management suites represents a major win for the firm, says Papadimitrakopoulos. *"Especially because of the fact that we were the only new vendor in the quadrant, selected from over 100 vendors who were evaluated against a set of very demanding criteria based on revenue, number of customers, and so on. Another win was the fact that this year the Magic Quadrant changed from a narrower scope (Mobile Device Management) to a wider one (Enterprise Mobility Management), matching Globo's existing strategy and positioning.*

"Our vision is to continue delivering a leading end-to-end Enterprise Mobility Management solution. Our EMM product sits alongside our Mobile Application Development Platform, making us one of the few companies in the world that can offer both capabilities in a single, fully-integrated product. This is a fantastic validation for Globo and our competitive strength.

"Today, we have positioned ourselves as leaders in Enterprise Mobility Management, but we have also

developed our Application Development solutions, so we are able to provide end-to-end support to any mobility project, from security-oriented solutions (like MDM) to revenue-generating activities (like end-customer app development)."

Globo is in a position to claim that it has the most complete enterprise mobility offering, and it can address any business mobility need a company of any size may have, says Papadimitrakopoulos. *"In essence, we have products and solutions that cover both Enterprise Mobility Management and Mobile Apps Development. On top of that, our EMM offering is the only extensible solution where practically one mobile container can host both EMM and MADP GO! Apps, based on the client's needs.*

"Our latest acquisitions have helped us become very strong at both ends of Enterprise Mobility. Last year we acquired Notify, a very strong player in the MDM market. This year, Sourcebits added to the Application Development side of our business and product portfolio with their app design and native development expertise. Both acquisitions add value at multiple levels including expansion in the US, product enhancement and expertise, and very solid Tier-1 portfolio of clients."

Speaking about Globo Group's acquisition of Sourcebits Inc, Papadimitrakopoulos says, *"Globo has been recognised for its unique proposition that merges enterprise mobility management with mobile application development. The application development market has been gaining momentum the last few years, and although we were among*

the very few Enterprise Mobility vendors to focus on this area, we knew that we had to expand that market even more, especially towards native app development that was a growing trend which we could not satisfy.

"Sourcebits was a perfect match, as it has a very strong skillset in app design, a strong R&D team located in India, and in-depth experience in application development, not to mention their list of very important customers. Sourcebits has also been recognised by Gartner as a "Cool Vendor" in its April 2014 Survey, for its competence in application development.

"This acquisition enabled us to provide a complete range of application development services, meeting customer demands for mobile application design and development through our Mobility Business Solutions division, augmenting Globo's competitive advantage in the industry.

"It is a win-win situation where Sourcebits gains access to Globo's global business network, while Globo expands its footprint in North America and completes its app development portfolio."

From the initial discussions to the completion of the deal, the deal took about six months to complete, says Papadimitrakopoulos. "Our expectation – or desire, if you wish – was for it to be over in four months, but we do understand that this type of deals have several technicalities that may take time, so we concentrated our efforts in doing it right rather than doing it fast. Overall, I believe that it was within very reasonable time frames."

Papadimitrakopoulos does not expect to see any major changes in the way either Globo or Sourcebits interact with their customers due to the deal, given the fact that both firms' strategic decision has been to continue operating with autonomy, just as they did before the acquisition.

"What will change, though, is the fact that we will be able to provide a much more complete and integrated solution to our customers when it comes to application development. Whether it is cross-platform or native, we will be able to provide a solution tailor-made to each customer.

"An obvious – and immediate – opportunity is the additional revenue stream for Globo Group. As discussed earlier, it is an expansion of the application development market, with a great pool of existing customers and an even greater one of potential customers.

"An additional opportunity that holds true for both Globo and Sourcebits is cross-selling. Globo will be able to cross-sell native apps to its existing customers and Sourcebits will be able to provide Globo with prospects from existing and new clients having additional needs in the Enterprise Mobility spectrum.

"Finally, Sourcebits will benefit from Globo's global reach which will allow them to create business opportunities easily and less costly."

The evaluate the success of the deal in 12 months' time, there is a number of criteria Globo will have in mind, says Papadimitrakopoulos. "Revenue is the most straightforward one. We would also like to see Sourcebits further grow their operations in North America as well as worldwide, using Globo's existing sales and marketing network.

"At the same time, we'd like to see the extend of the contribution that will come from this acquired skillset and expertise to the growth of the Globo's Mobility Business Solutions division, providing an all-in portfolio of solutions that will include native apps and cross-platform apps, from design to support, and also consulting services based on our experience and skills."

Asked about the Globo's future, Papadimitrakopoulos says at present Globo is focused on the seamless integration of Sourcebits to the Globo Group, in terms of synergies, corporate culture and market opportunities. "Within the next year our targets are to further grow our reach in North America, to make sure that our offering exceeds customer expectations and adds value to their business, and to expand our mobile application development business while maintaining the momentum of our Enterprise Mobility Management solutions." ∎