

What is Android Enterprise Recommended?



Launched in February 2018, Android Enterprise Recommended (AER) is a validation program offered by Google to devices, EMMs, resellers, and MSPs. With the ever-growing Android ecosystem, AER provides a much-needed guide for IT admins to choose devices that they would deploy in their organization

Impact of Android Enterprise Recommended

In a study conducted by HMD Global in 2018, on purchase decision-makers from Western Europe, it was found that AER does affect their purchase decision making when it comes to smartphones. It was also found that 42% of the decision would consider the AER validation but might also buy devices that were outside the program.

SOURCE:

[Business Smartphone Purchase Survey 2018, HMD Global](#)

55.60%

Only chose devices validated by AER

AER Devices



AER devices are the Google certified devices that best meet the organizational goals. The following are the requirements put forth by Google for AER validation of devices.

- Minimum hardware specs for running Android 7.0+
- Zero-Touch enrollment supported for bulk deploying
- 90 days delivery of Android security updates for at least 3 years (5 for rugged)
- Direct availability of unlocked devices
- IP64 protection (Rugged)

74% of US IT decision-makers believe AER devices are more secure and meet enterprise requirements better than iOS. *

Enterprise Mobility Management (EMM) providers joined the AER program nearly a year after its introduction. Its sole aim was to aid businesses to find the right partners that would provide them with necessary management solutions. The following are the requirements laid out by Google for EMMs.

- Support for any 2 of these common management scenarios, BYOD, COBO, or COSU.
- Ability to deliver advanced security and management features.
- Clearly demonstrate the knowledge and capability of supporting the solution.

AER EMMs



AER MSPs

Unlike devices, MSPs and EMMs are the service section of AER. Without a managed service provider who is fully equipped to successfully deploy and support the management solutions to its customers, the AER experience will be incomplete. The MSP vendor with an AER certified badge should have met all the marketing and promotional requirements of Google. According to AER, they must be able enough to guide their customers through legacy migration, device selection, provisioning, etc.

How to check?

Checking whether a device, EMM, or MSP is included in the AER program is fairly simple.

- Head on over to Android Enterprise Solutions Directory, <https://androidenterprisepartners.withgoogle.com/>
- Select what you want to check (device, EMM & MSP)
- Search with a name or using preset filters provided.

SOURCE:

* "[Android Taking off in the enterprise](#)", IDC
[Android enterprise solutions directory- Glossary](#).

Sign up for a 30-day free trial at hexnode.com

