



AppConfig Community Member PR Guidelines

Member News Releases

AppConfig Community members committed to implementing AppConfig best practices are welcome and encouraged to distribute a press release and engage in media activities announcing their participation. The below guidelines provide information on submission deadlines, content guidelines and the approval processes to help the AppConfig Community EMMs expedite review and approval of your organization's news release.

Content Guidelines:

Below are content guidelines that members are encouraged to adhere to news releases. The AppConfig Community prefers communication that is as specific and concrete as possible and avoids over-used or unsupported superlative claims.

- **Template:** You may use the AppConfig Community press release template as a starting guide for your release.
- **Newsworthiness:** The news release should be newsworthy and state the news clearly to help generate positive coverage for both organization. Newsworthy press releases may include but are not limited to 1) your organization's announcement of commitment to AppConfig Community; 2) release of apps developed with AppConfig Community best practices; customer wins or stories using AppConfig-enabled apps
- **AppConfig Community positioning:** Refer to the website for latest AppConfig Community positioning and messaging: <http://appconfig.org/>.
- **EMM mentions:** If you are mentioning EMM partners in your release, please do so in an "all or none" fashion. Either list all AppConfig EMM vendors in alphabetical order or do not name EMM vendors by name. You can find the EMM vendors on the homepage of <http://appconfig.org/>.
- **Language:** Avoid superlative language that cannot be independently supported by a third party (such as an industry analyst report). Also, avoid language that negatively positions the AppConfig Community or another AppConfig member.
- **Quotes:** The AppConfig Community will not provide quotes for member press releases. You are encouraged to quote your executives, customers, industry analysts, etc., in your release.

Boilerplate:

Please use the AppConfig Community boilerplate on your releases:

About AppConfig Community

The AppConfig Community's mission is to provide education and best practices to configure and secure mobile apps by leveraging native OS functionality in iOS, Android, and Windows. Using AppConfig Community best practices, application providers can consistently and securely develop enterprise-ready mobile apps. For more information, please visit appconfig.org.

Approval Process:

AppConfig Community member news releases will require approval from AppConfig Community EMM members. To expedite approvals, we request members adhere to the above content guidelines prior to



submission. The AppConfig Community reserves the right to verify factual correctness of member news releases and to request edits when necessary.

Please send releases to clarissa@mobileiron.com no less than one week before your desired distribution date.

Distribution:

You are responsible for press release distribution costs and any associated media outreach for coverage.

If you are sharing your news on social media, please use the #AppConfig hashtag and feel free to tag EMM vendors' social media handles. You can find the EMM vendors on the homepage of <http://appconfig.org/>.



AppConfig Community Press Release Template

Headline: COMPANY Joins the AppConfig Community

Subhead: NAME OF APP will now activate common business use cases across enterprise mobility management deployments

CITY, State. – DATE – Today, COMPANY, DESCRIPTION, announced it joined the AppConfig Community. With AppConfig Community best practices enabled, COMPANY customers can simply deploy APPS across any enterprise mobility management (EMM) solution.

DESCRIPTION ABOUT YOUR USE CASE, WHAT YOUR APP SOLVES, WHAT YOU BRING TO MARKET, ETC.

The AppConfig Community best practices provide standard configurations for several common enterprise use cases, including: [PLEASE EDIT IN YOUR OWN WORDS, BASED ON WHAT YOU HAVE IMPLEMENTED AND SPECIFICS TO YOUR APP]

- **App Configuration:** Leveraging native OS-level APIs, developers can auto-configure URLs, ports, email addresses and more to simplify the app setup process for end users and alleviate help desk and documentation burden caused by manual setup.
- **App Tunnel:** Using per-app VPN, developers can seamlessly give users access to web services behind a corporate firewall.
- **Single Sign On:** AppConfig Community specifies the best practice for an app developer to leverage open authentication standards and configurations using an EMM solution to facilitate a seamless single sign on experience.
- **Security Policies:** Developers can use security policies that work across EMM vendors, including passcodes, document sharing, app backup, disable screen capture, remote app wiping and disable copy-paste.

For more information visit NAME OF COMPANY and appconfig.org.

YOUR BOILERPLATE

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Contact Information

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