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TeamViewer Tensor provides secure remote access, support and collaboration with AR, IoT

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By Raul Castanon-Martinez

In the past year, TeamViewer set up a business unit to define and execute its enterprise strategy, which includes revamping its channel partner program and expanding its portfolio. Its new enterprise SaaS offering aims to leverage its connectivity technology to address such enterprise use cases as access, support, control and collaboration.

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Summary

TeamViewer is well known for its remote-control, desktop sharing and file-transfer software products. The company is now looking to leverage its technology and extensive footprint to target the enterprise segment. In the past year, it set up a business unit to define and execute its enterprise strategy, which includes revamping its channel partner program and expanding its portfolio with new offerings such as Tensor, an enterprise SaaS for secure remote access, support and collaboration.

451 TAKE

TeamViewer's connectivity technology has helped it gain an extensive market footprint and has earned it a strong reputation with DevOps and IT professionals. Given its trajectory, it's fair to say that TeamViewer waited too long to go after the enterprise segment. The company will face several challenges, including intense competition from much larger vendors that are well established in the enterprise. Its enterprise strategy resembles the approach that SaaS vendors like Dropbox and Slack have adopted – a bottom-up approach that leverages organic adoption. Many vendors have faltered at this step – BitTorrent's misadventures come to mind – but TeamViewer has laid out a methodical and comprehensive approach to target the enterprise. The company has some catching up to do, but Tensor is coming to market with proven technology and a built-in client base. These factors, in tandem with its strong reputation and new AR and IoT capabilities, give TeamViewer a solid foundation for the execution of its enterprise strategy.

Context

TeamViewer is a provider of desktop-sharing and online collaboration technologies. It was founded in 2005 and is based in Göppingen, Germany. Its software has over 1.7 billion installations and a footprint of over 400 million active devices in over 200 countries and territories. In May 2014, it was acquired by Permira, a European private equity firm. TeamViewer currently has over 700 employees and over 545,000 business customers.

In 2017 the company set up a business unit to define and execute its enterprise strategy. TeamViewer aims to leverage its connectivity technology and market footprint to address enterprise use cases and drive growth and profitability. This includes launching a new global channel partner program in February with new deal-registration benefits, a new partner portal and an IT management performance platform. In September it announced general availability of TeamViewer Tensor, a secure connectivity solution with enterprise-grade features.

The company is also introducing new Internet of Things (IoT) and augmented reality (AR) capabilities to further expand the range of use cases its connectivity technology can address. TeamViewer is building on its existing market footprint and requirements from its client base to develop its product roadmap. This includes not only AR and IoT – many of its clients were already using its connectivity technology for a wide range of use cases – but also enterprise-grade requirements in the case of Tensor.

Products

TeamViewer Tensor is a cloud-based offering that enables connectivity between devices, including PC to PC, mobile to PC, PC to mobile and mobile to mobile. It supports Windows, macOS, Linux, Chrome OS, iOS, Android, Universal Windows Platform and BlackBerry devices. It also provides online meeting and collaboration technologies for person to person (P2P) interactions.

Tensor provides enterprise-grade features, including comprehensive reporting logs and advanced authentication management. The platform leverages TeamViewer's global access network to provide swift performance and support mass deployment capabilities. It provides out-of-the-box functionality and device-agnostic, cross-platform compatibility to enable users to securely connect to any device at any time.

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Key capabilities include single sign-on for more efficient user authentication, comprehensive logging to support audit trails and optional documentation of internal/external compliance processes, support for large-scale deployments using standard software deployment solutions, and integration to business applications such as Microsoft Intune, Dynamics 365 and Active Directory; MobileIron; Amazon WorkSpaces; Zendesk; ServiceNow; Atlassian Jira; Freshworks; Freshdesk; IBM MaaS360; Salesforce; and Ninja.

TeamViewer augmented reality

In October the company announced TeamViewer 14 Preview – the latest release to its flagship product targeting small and midmarket organizations – which will be generally available in November. In addition to feature updates and performance improvements, the release includes access to augmented reality (AR) capabilities with TeamViewer Pilot. Pilot is also available for TeamViewer Tensor.

Pilot seeks to address use cases that involve remote problem solving, assisting and highlighting real-world objects using AR (e.g., diagnosing and resolving equipment, machinery and infrastructure issues). Key features include remote camera sharing, VoIP audio, highlighting on 3-D objects and session protocol. A free version is available for private/noncommercial use. The commercial version is available either as a stand-alone product with a subscription-based fee or bundled with TeamViewer for existing clients.

TeamViewer IoT

In January TeamViewer announced the release of TeamViewer IoT, a new dedicated IoT solution that provides functionalities for users to remotely access and control IoT devices from anywhere in the world. The solution targets a variety of use cases, including incident management, tracking machinery and device data to improve operational performance, and remote control of machinery and devices.

Key features include real-time visualization, enhanced alert channel management, end-to-end encryption, two-factor authentication and TeamViewer's Easy Access. Supported platforms include Raspberry Pi, Intel Linux packages, Windows for Linux (WSL), Samsung Artik and Intel Atom. TeamViewer IoT is available either as a stand-alone product or bundled with TeamViewer 14 or TeamViewer Tensor for existing clients.

Competition

The competitive landscape for TeamViewer includes technologies and applications that enable remote access to computers and devices. These include Boston-based LogMeIn, a provider of cloud-based remote connectivity SaaS for collaboration and IT management that in mid-2016 merged with Citrix spinoff GoTo. The company's products include services for communications and collaboration, identity and access management, and customer engagement and support, including GoToMeeting, LogMeIn Rescue, RemotelyAnywhere, GoToMyPC and LastPass. In February Google acquired the assets for LogMeIn's Xively IoT platform, a device management platform that enables users to securely connect, manage and ingest data from globally dispersed devices.

Other providers of remote desktop software and remote support software include Bomgar, ConnectWise Control, GoToAssist, RemoteToPC, Splashtop and Chrome Remote Desktop, a remote desktop software tool developed by Google.

SWOT Analysis

STRENGTHS

Its technology has earned the company a strong reputation with DevOps and IT professionals. Combined with an extensive market footprint, this gives TeamViewer a solid foundation for the execution of its enterprise strategy.

WEAKNESSES

TeamViewer has a clearly defined plan for targeting the enterprise, but will be going up against competitors with a longer trajectory and presence in this segment.

OPPORTUNITIES

TeamViewer is building on its extensive footprint and developing its roadmap based on requirements from its existing client base. The fact that many of its clients were already using its technology to address enterprise use cases signals an untapped opportunity for the company.

THREATS

The biggest threat for TeamViewer Tensor comes from key rival LogMeIn, which has a longer trajectory targeting the enterprise. Google's acquisition of Xively represents a potential threat, given the size of its investment in IoT.