

HTC Invests in Mobile Enterprise

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HTC spends \$35.4 million for a 17.1% stake in US-based enterprise mobility platform developer Magnet Systems, opening a door (or maybe a window) in the potentially lucrative bring-you-own-device (BYOD) market.



"The investment will bring social, mobile, and cloud capabilities to HTC's portfolio of service offerings to its mobile enterprise customers," the HTC statement on the purchase says. Does the company want an iCloud rival, perhaps?

Magnet currently offers SalesWIN-- a mobile sales management for Android and iOS devices running on the Magnet cloud platform.

HTC already blew huge amounts of cash in (perhaps) ill advised consumer offerings (\$40m in cloud gaming service OnLive, \$300m in headphone maker Beats). Will enterprise make a better investment for the mobile maker?

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