#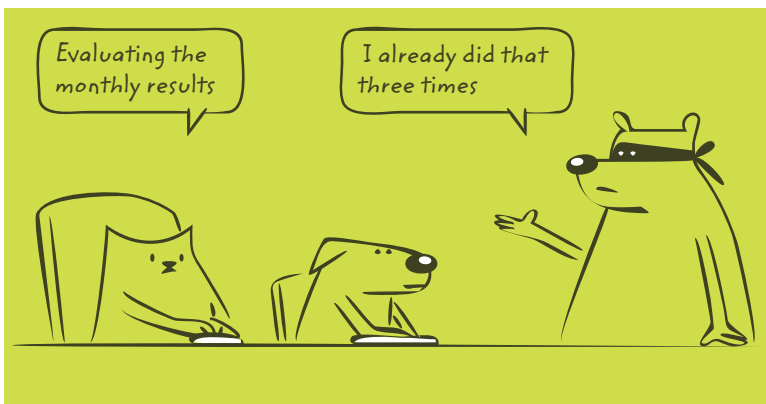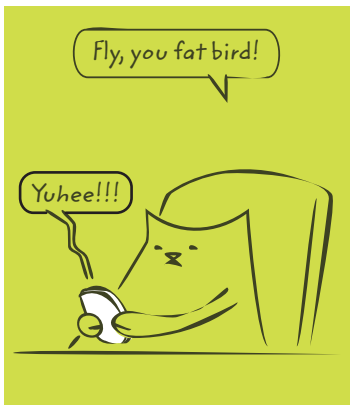 Mobile Application Management (MAM)