Enabling Rapid Introduction of new Value-add Services with IBM Mobility Solutions

George Billman, Business Development for Service Providers

Pulse2012

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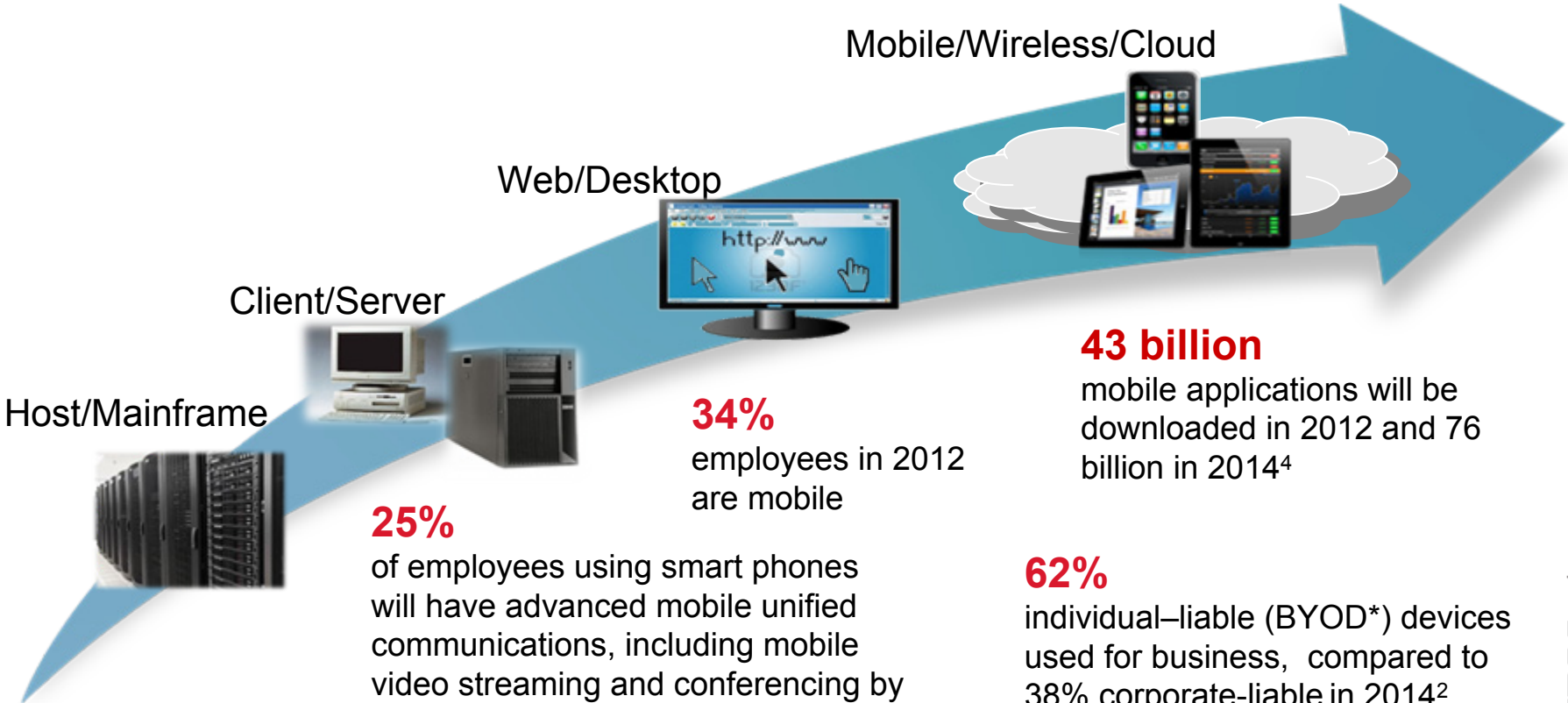
Mobile is a significant component of the evolution of computing



43 billion
mobile applications will be downloaded in 2012 and 76 billion in 2014[4]

34%
employees in 2012 are mobile

25%
of employees using smart phones will have advanced mobile unified communications, including mobile video streaming and conferencing by 2015

62%
individual–liable (BYOD*) devices used for business, compared to 38% corporate-liable in 2014[2]

Extended IBM Software for Mobile Devices

Firewall or Security Gateway

DevelopmentLifecycle Tools

Mobile threats and security

Worklight

MDM

IBM Mobile Foundation

Elastic Caching

SOA & Connectivity

(Messaging, ESBs, Cloud Integration, Governance)

Analytics

Decision Management

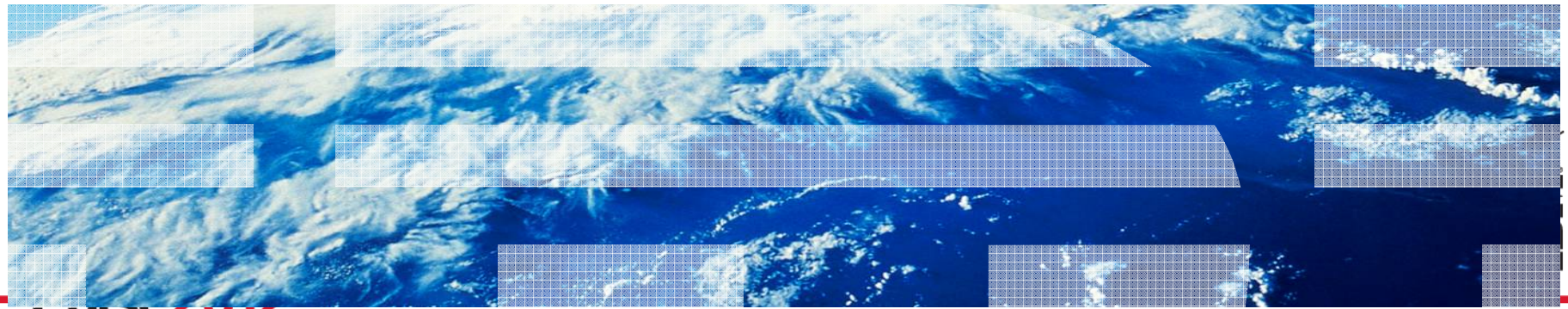
Enterprise Apps

Business Process Management

Social Software

IBM Endpoint Manager for *Mobile* Devices

Built on BigFix technology



Benefits of Endpoint Manager's Mobile Device Management

- "Organizations…would prefer to **use the same tools across PCs, tablets and smartphones**, because it's increasingly the same people who support those device types"

  – Gartner, PCCLM Magic Quadrant, January 2011

- Although at some level mobile is unique, **the devices are just another form of endpoints in your infrastructure**. This means whichever technologies you procure should have a road map for integration into your broader endpoint protection strategy.

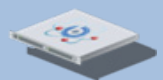
  – Forrester, Market Overview: Mobile Security, Q4, 2011

Reduces Hardware & Administration Costs	Fast Time-to-Value
• "Single pane" for mobile devices, laptops, desktops, and servers • Single TEM Server scales to 250,000+ devices • Unified infrastructure administration model reduces FTE requirements	• Enterprise-grade APIs enable integration with service desks, CMDBs, etc (Integrated Service Management) • Cloud-based delivery model allows for rapid updates with no software upgrade or installation required

Mobile devices and laptops have a lot of common needs….

Traditional Endpoint Management

- OS provisioning
- Patching
- Power Mgmt
- Anti-Virus Mgmt



Mobile Device Management

- Device Wipe
- Location info
- Jailbreak/Root detection
- App store
- Service portal

Traditional ∩ Mobile Device Management

- Device inventory
- Security policy mgmt
- Application mgmt
- Device config (VPN/Email/Wifi)
- Encryption mgmt
- Roaming device support
- Integration with internal systems
- Scalable/Secure solution
- Easy-to-deploy
- Multiple OS support
- Consolidated infrastructure

Solution Sets = pre-Packaged Knowledge “out of the box”

IBM Endpoint Manager

Network Discovery, Global Properties Inventory, Custom Fixlets, Wake-on-LAN, n-Tier Relay Architecture, Dynamic Bandwidth Throttling
SOAP APIs for integration with Service Desk, CMDB, SIEM, GRC, and other IT management, security, and compliance solutions

Lifecycle Management

- Patch Management
- Hardware, Software, Configuration Inventory
- Software Distribution
- OS Deployment
- Remote Control

Software Use Analysis

Power Management

Mobile Devices

Patch Management

Security and Compliance

- Patch Management
- Security Configuration Management
- Vulnerability Assessment
- Compliance Analytics
- 3rd Party Endpoint Protection Management

Core Protection

- Anti-Malware
- Firewall
- DLP / Device Control (add on)

Endpoint Manager delivers a unified Systems and Security management solution for all enterprise devices

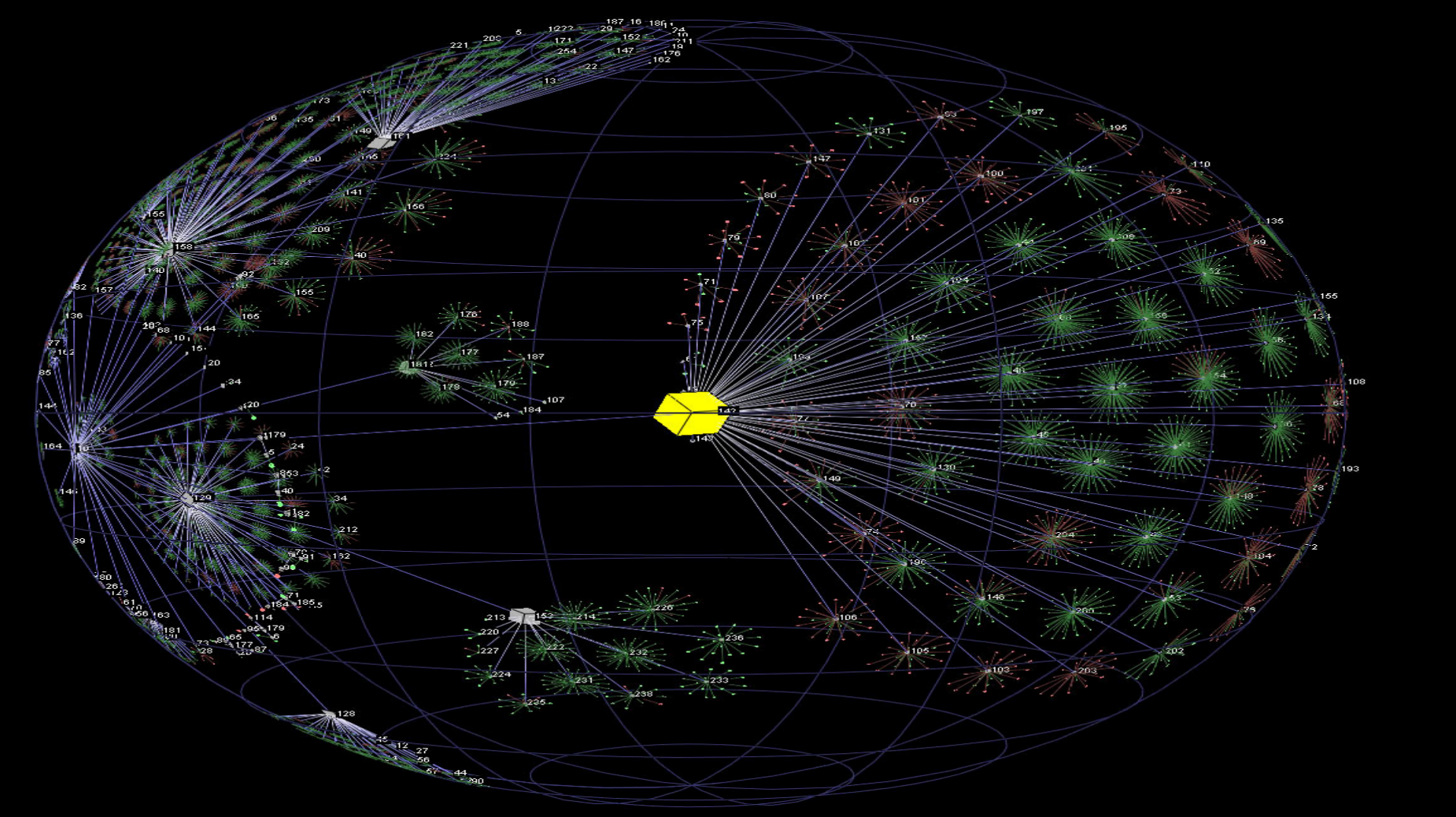
Windows & Mac Desktops/Laptops

Unix / Linux Servers

Windows Mobile / Kiosks / POS devices

Android / iOS / Symbian / Windows Phone devices

Question: Why not offer services for managing all these devices?



How CSPs Leverage IEM (BigFix)

Endpoint Manager is Proven in Service Provider Operations

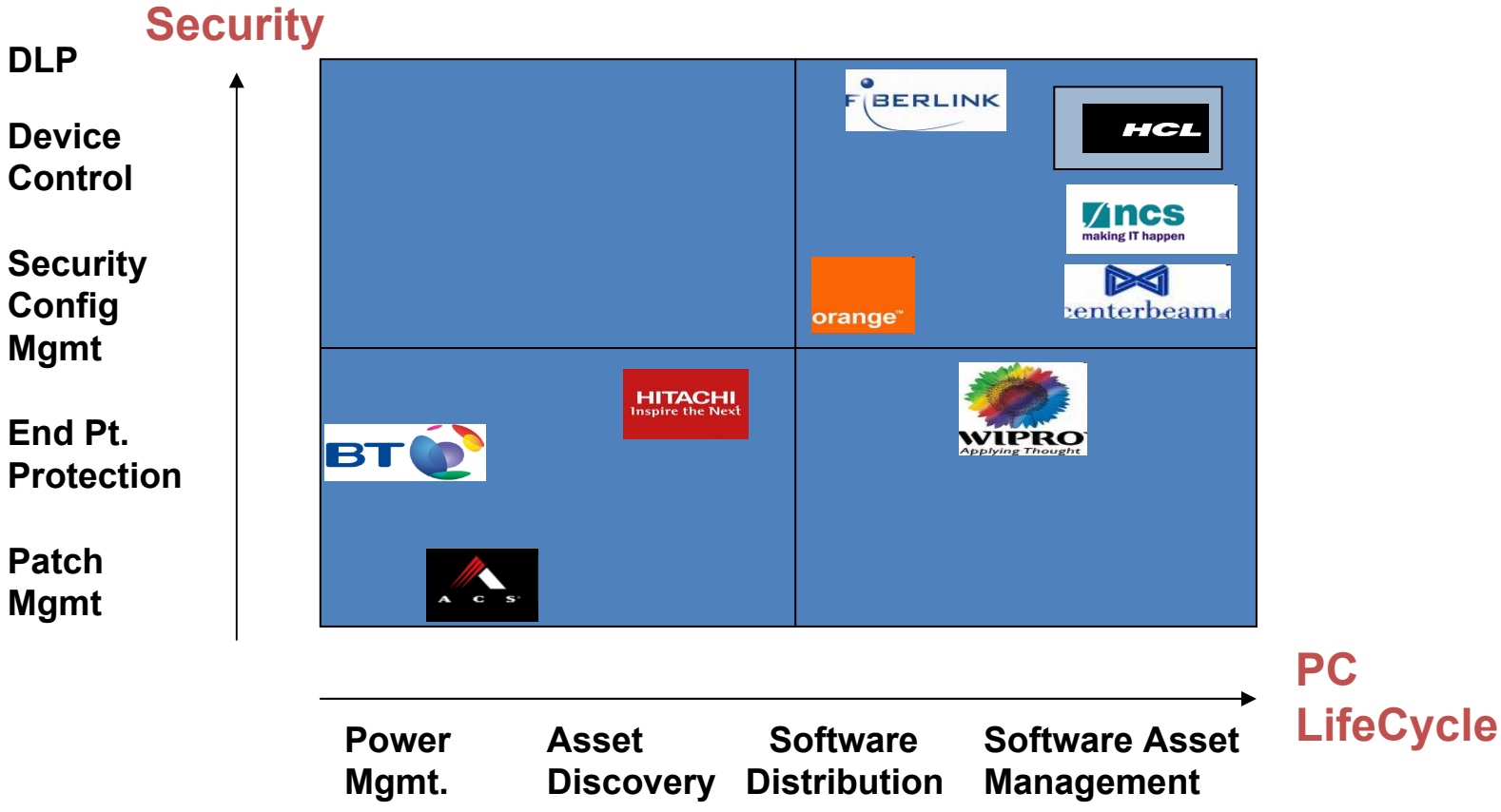
Offers both SaaS (hosted) and Managed Services
Branded as "**Secure My Device**"

Offers Managed Service for Remote Access PCs
Branded as "**Mobility as a Service**" MaaS 360

Offers Managed Service for Remote Access PCs
Branded as "**Managed Endpoint Services**"

Offers Cloud (SaaS) Service for PC Management
Branded as "**MobileXpress Desktop Management**"

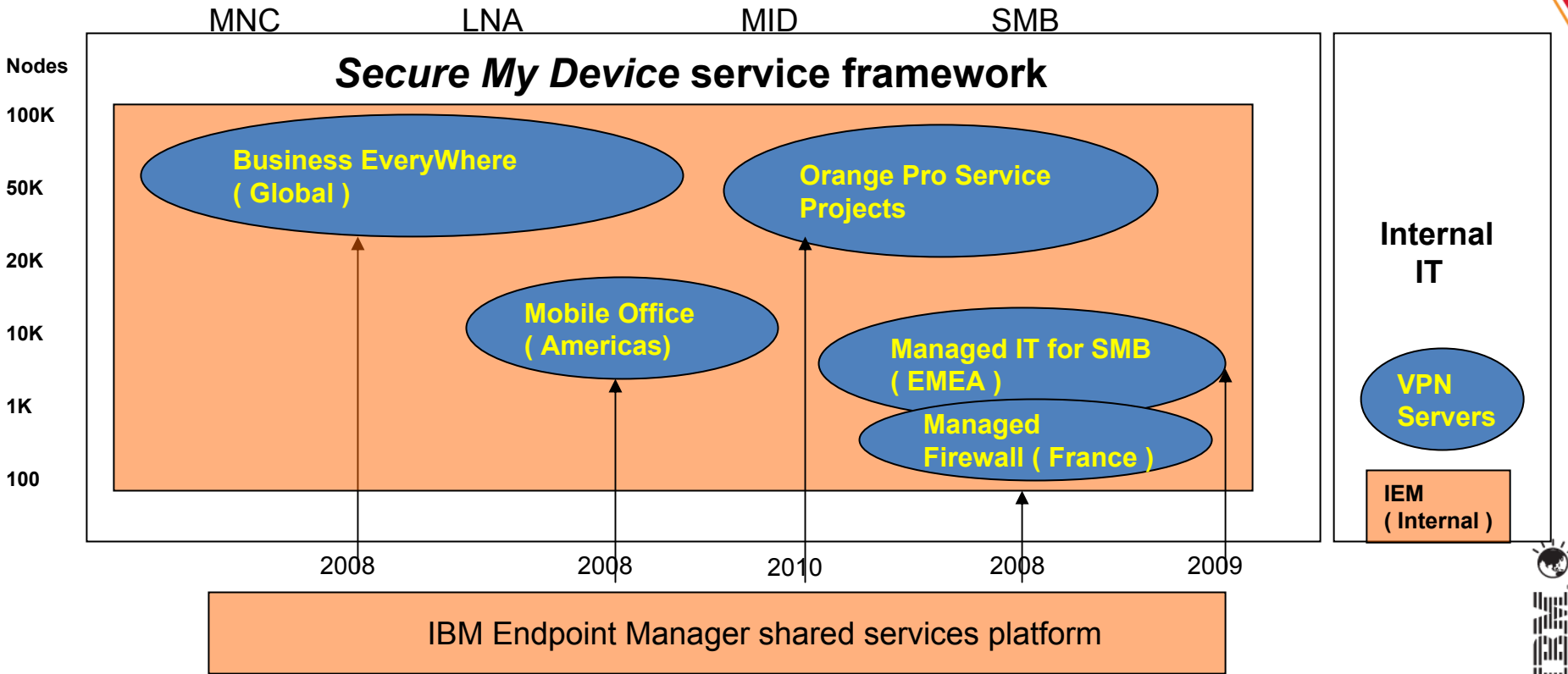
CSP can Rapidly Gain New Services Margin



Profile of Success: Orange Business Services

- Orange planned to introduce their 'SecureMyDevice' service for mobile endpoint management (laptops and now smartphones)
  - Initially they had selected several different point solutions for
    - Patch Management * Anti-Malware * Endpoint Firewall
    - Security Configuration * License Inventor * Software Distribution
  - With IEM, they were able to consolidate onto one unifying platform for delivery of all these solutions, and attained
    - Much lower complexity & costs for development and operations
    - A platform with high leverage – multiple solutions & multi-tenancy
    - Capability for rapid delivery of new services
    - Un-rivaled real-time visibility & control

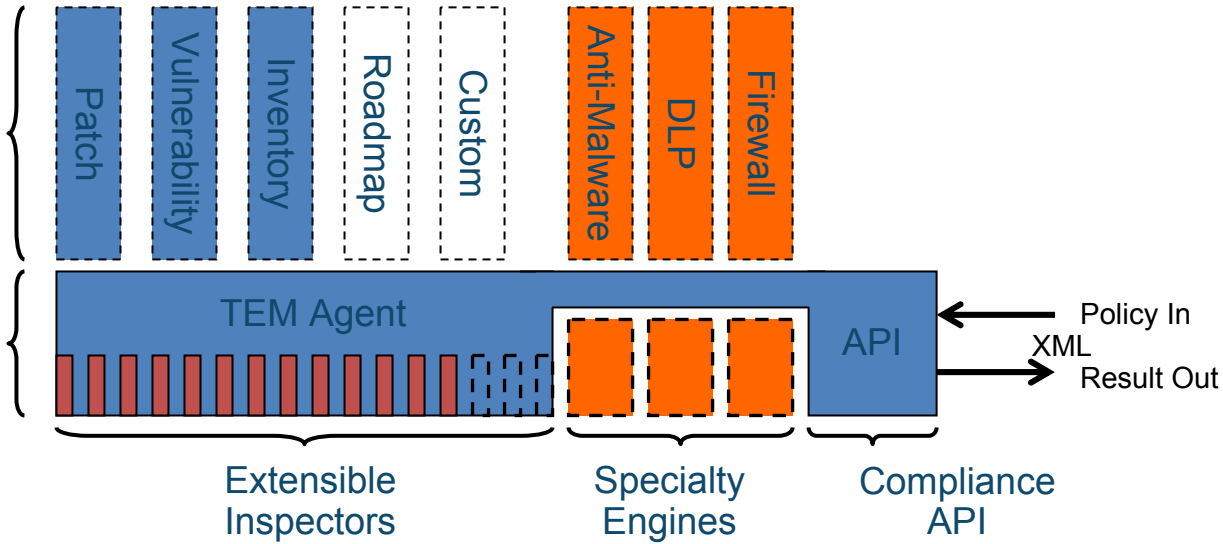
Multiple Solutions, Multiple Segments, One Platform



IEM "Extensible" Architecture

Fixlet message libraries
- •Ongoing updates
- • Lightweight
- • Instant-on
- • Dynamic
- • Secure

BigFix Agent
- • Low impact
- • Small footprint
- • Bandwidth frugal
- • Secure



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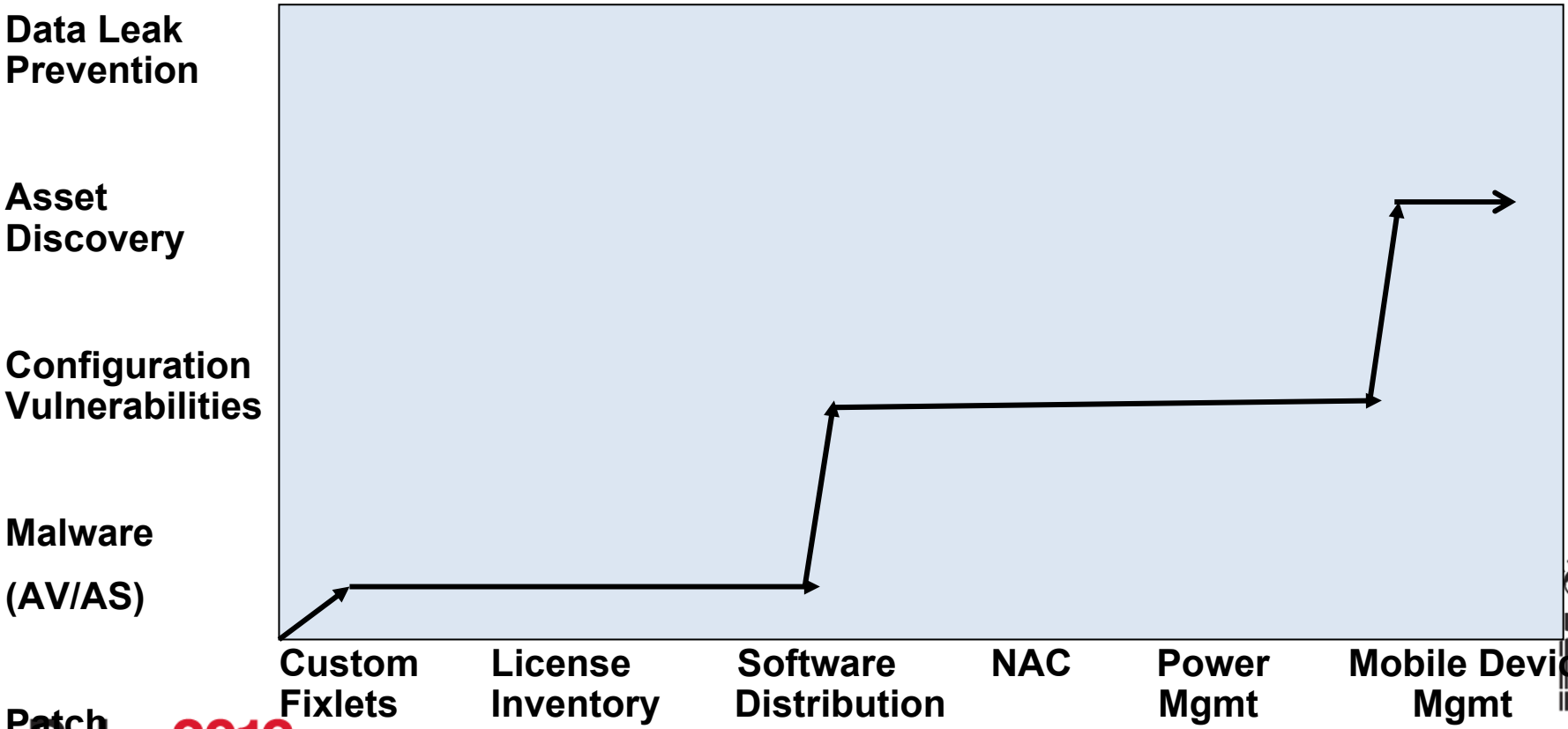
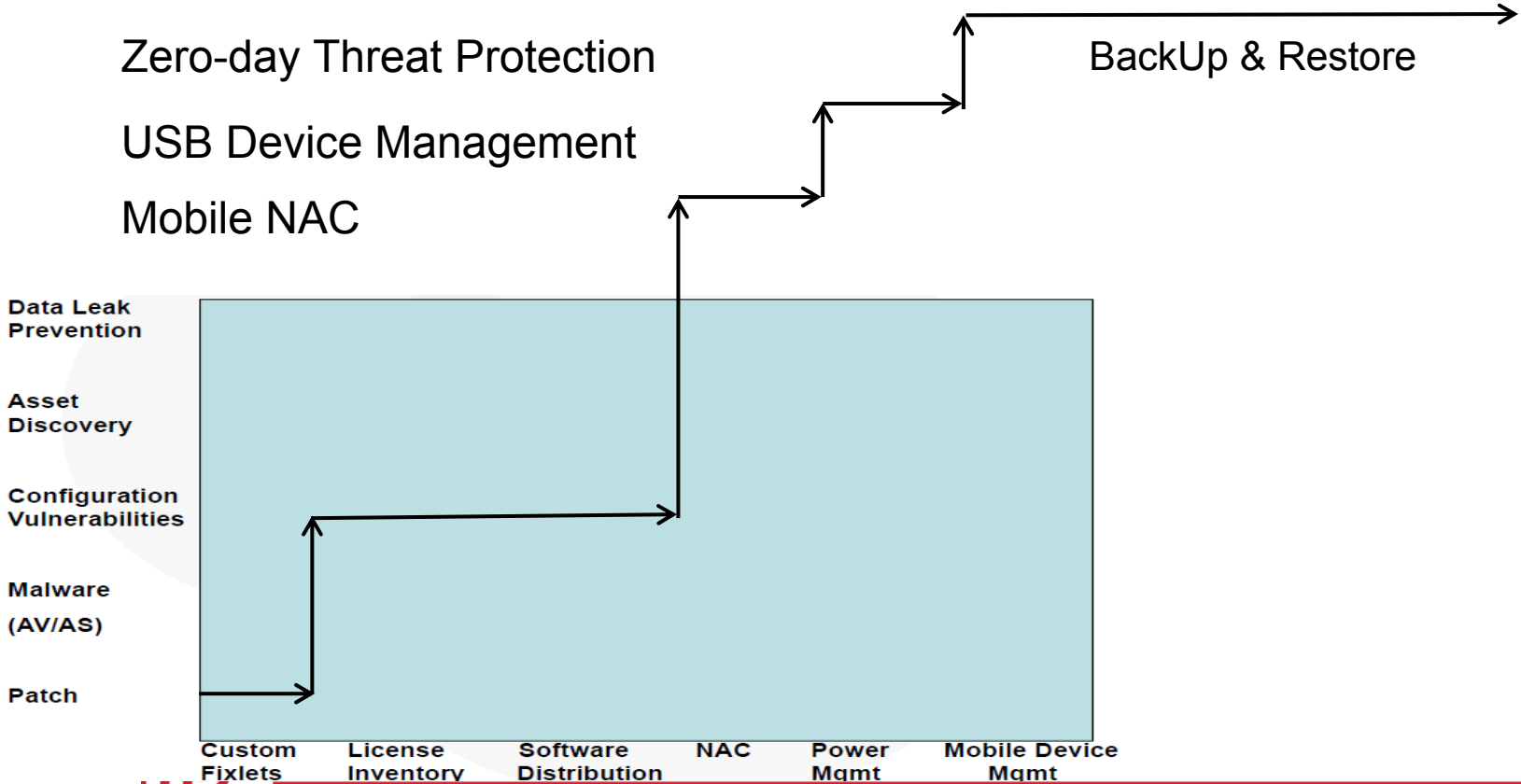
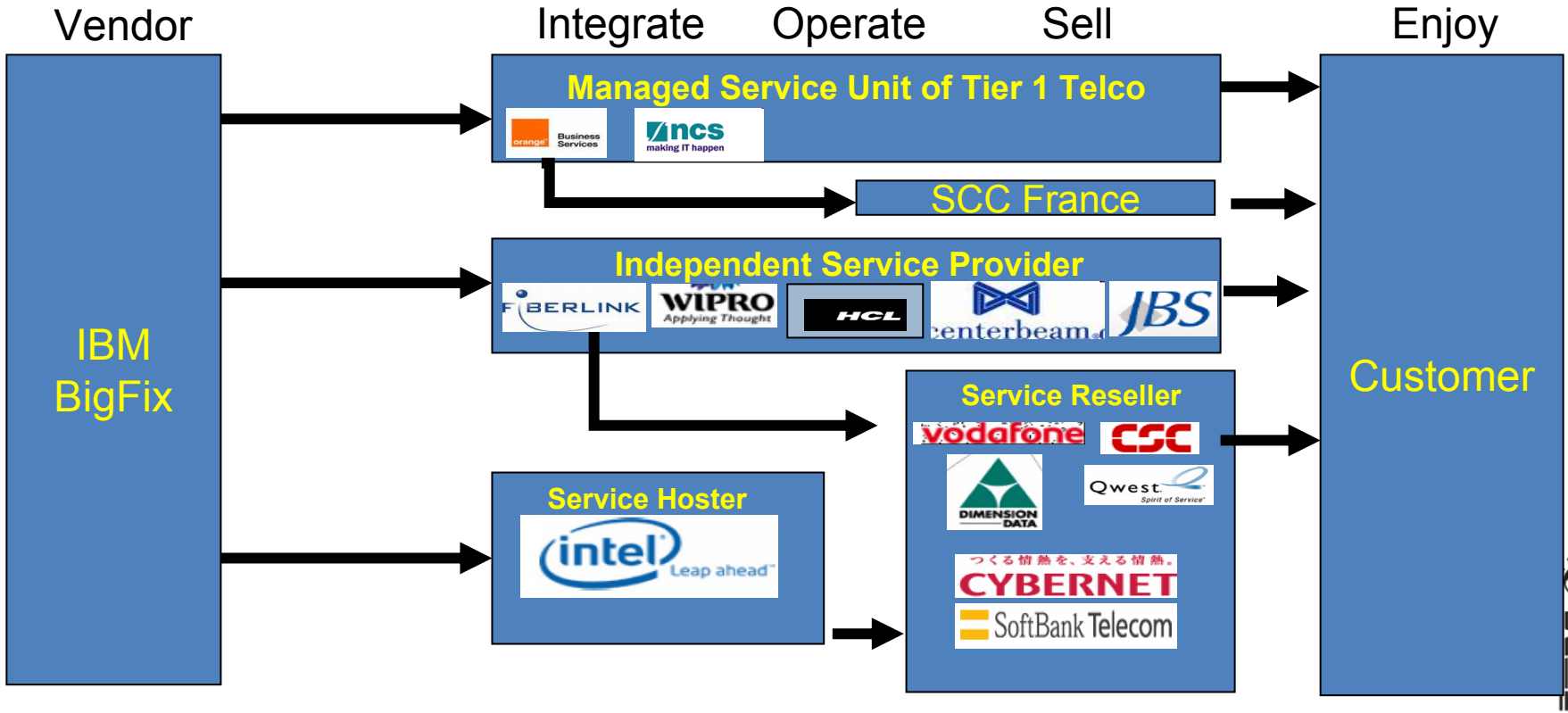
Centerbeam's Progression of IEM Solutions



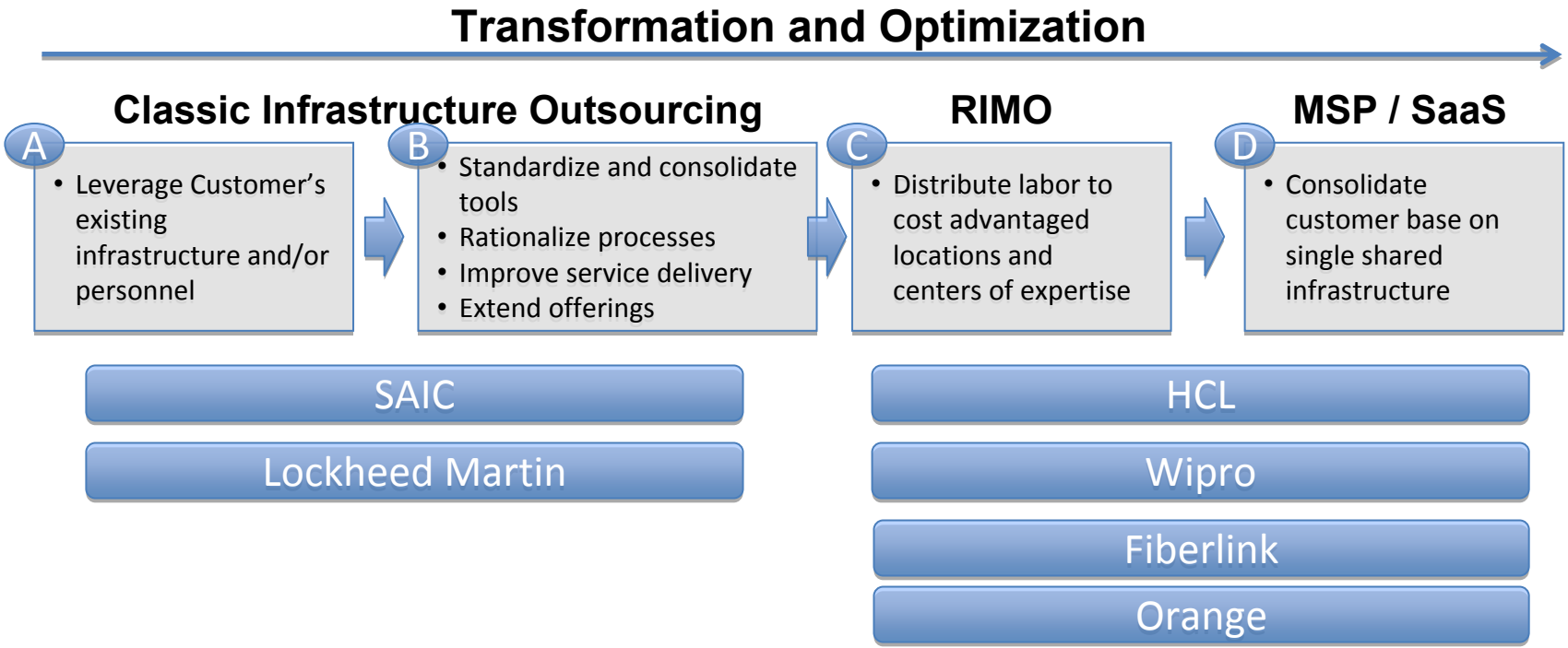
Fiberlink Aggressively Leveraged IEM Extensibility



Routes to Market for EndPoint Management Services



Examples of IEM Service Providers by Delivery Model



Source: McKinsey, Forrester, IDC, Meta

Leveraging IBM Mobile Foundation

Mobile is a growing challenge, but there is help

•Enterprise customers are challenged and concerned how they can keep control of enterprise devices but also take advantage of the many apps now availble for mobile devices.

•The soltion is for service providers too meet two basic requirements.

- They need to **host and manage multiple apps** and versions for a variety of customers
- They need to **manage endpoint mobile devices**, keeping them secured with software and patches updates

•IBM Mobile Foundation platform that enables **PaaS** and **IaaS** solutions to increase development efficiency and resource utilization and management

- PaaS Offering
  - Enables the development of HTML5, hybrid and native apps for all leading smartphones and tablets.
  - Developers can build from the simplest of apps to the most complex by utilizing nothing but HTML, CSS and JavaScript – commonly available resources in any organization that require very short learning curves.

- IaaS Offering
  - Provides unified endpoint management, with integrated mobile security

Services Providers need to build PaaS and IaaS offerings for Application Development & Mobile Device Management

END-USER OR ISV MOBILE NEEDS

- Building and testing mobile applications without impacting own IT environment
- Creating new business opportunities
- Managing mobile devices and applications
- Connecting to and running backend systems in support of mobile
- Securing my mobile business

SERVICES PROVIDER MOBILE SOLUTIONS

PaaS Solution
Mobile application development and testing environment

IaaS Solution
Mobile device management services

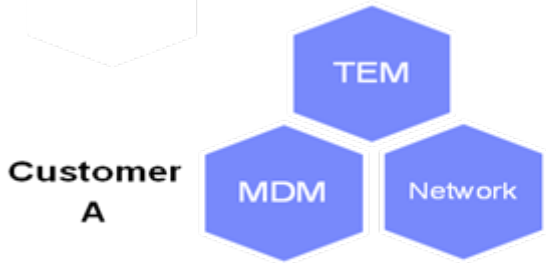
IBM SOFTWARE PLATFORM

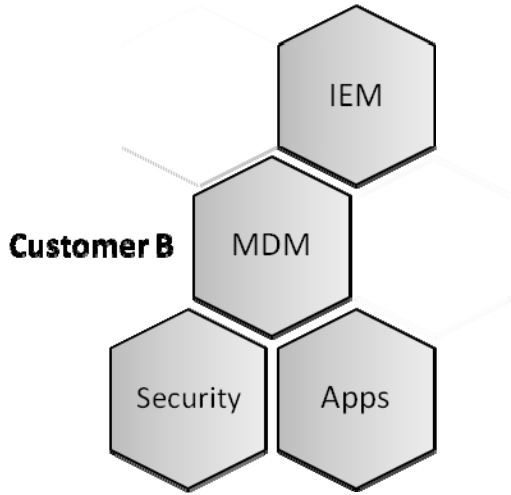
IBM Worklight: *an open, complete, and advanced mobile application platform for HTML, hybrid, and native applications*

IBM Endpoint Manager for Mobile Devices: *unified endpoint management, with integrated mobile security*

IBM Mobile Solution Bundles

- Opportunity for service provider to create service bundles for their enterprise clients.
- Customers often look to purchase several related solutions to solve their mobility needs
- IBM can provide different solutions for service provider clients.
- Solutions can be added to meet the changing needs of the mobile enterprise





Thank you!

Follow-up materials:

() IBM Case Study on Fiberlink
() IBM Case Study on Centerbeam
() Sample service brochures from Orange, NCS, etc.

Let me know if I can help you spin up TEM-based services ‘-)

Contacts: George Billman gbillman@us.ibm.com

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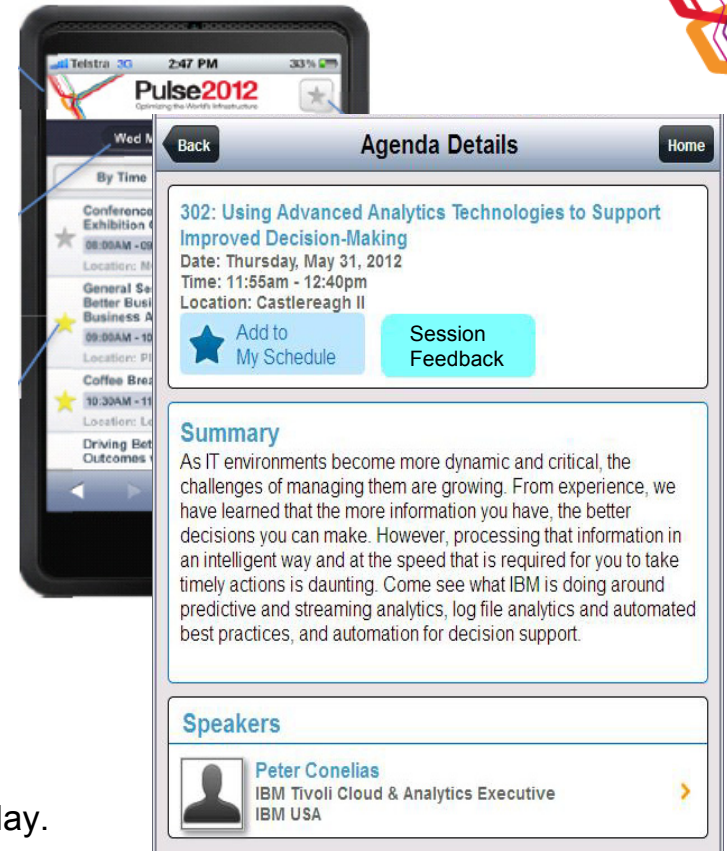

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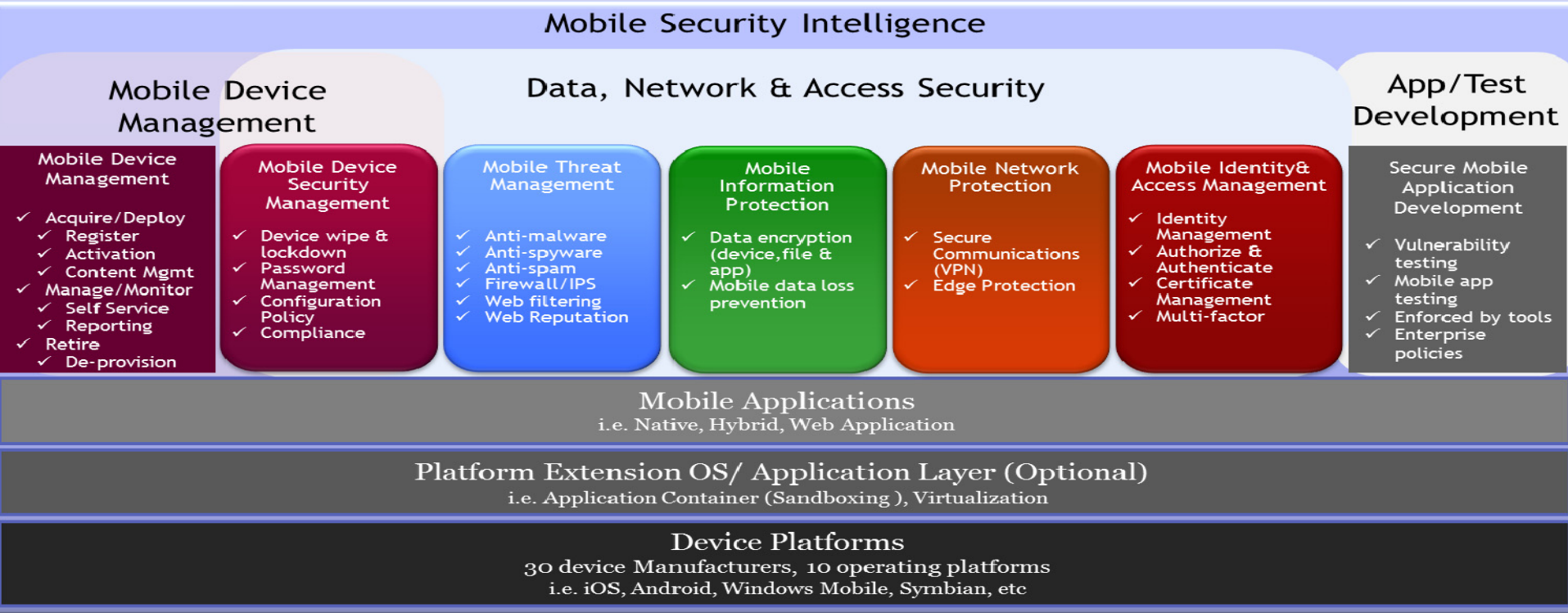
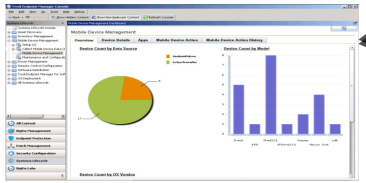
The winner will be announced during the conference close on Friday.

Driving Mobile Device Management & Application Requirements



APPENDIX ON IEM (aka BigFix) MDM

IBM Endpoint Manager for Mobile Devices Architecture



Console / Web Reports

TEM Server

DB

http / 52311

Relay(s)

http / 52311

Apple Push Notification Servers

Mgmt Extender for iOS

Management Extender for (Exchange or Lotus)

https

Email Server (Exchange/Lotus)

http / 52311

http / 52311

Apple Push Notification

Apple MDM Interaction

ActiveSync / IBM Sync

ActiveSync

Desktops / Laptops

Full Agents

Servers

Full Agents

Phones / Tablets

Android

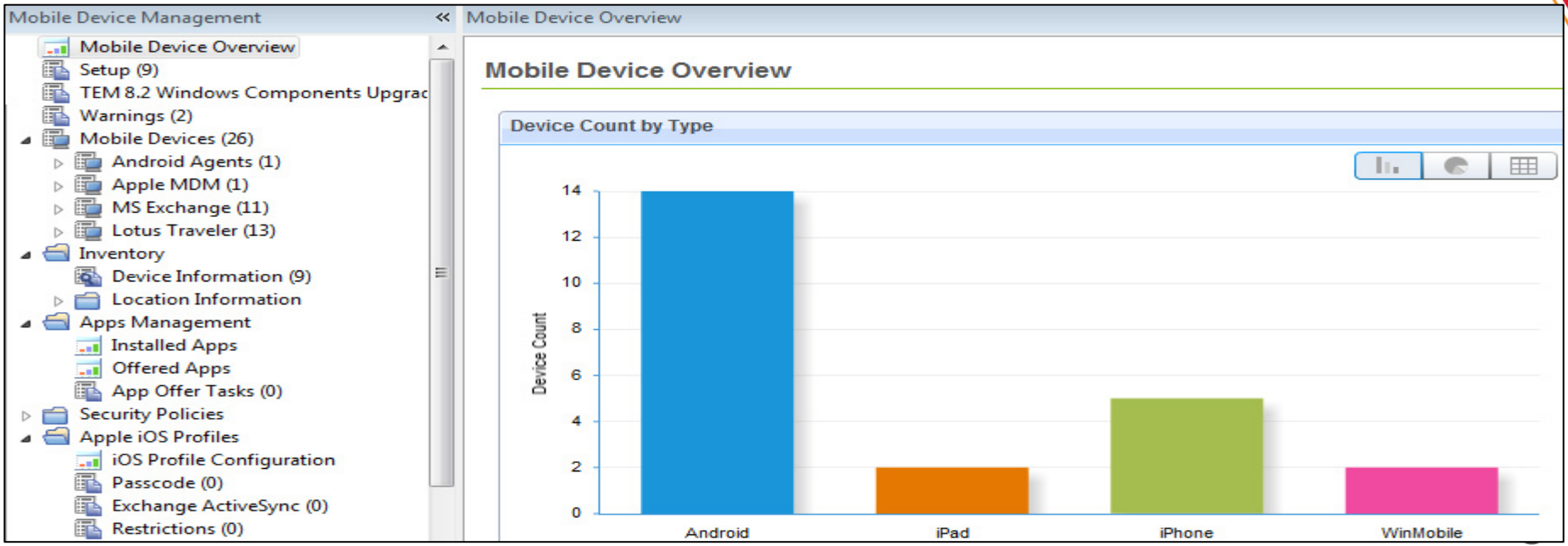
Android TEM App

w/Email

Apple

Apple TEM App

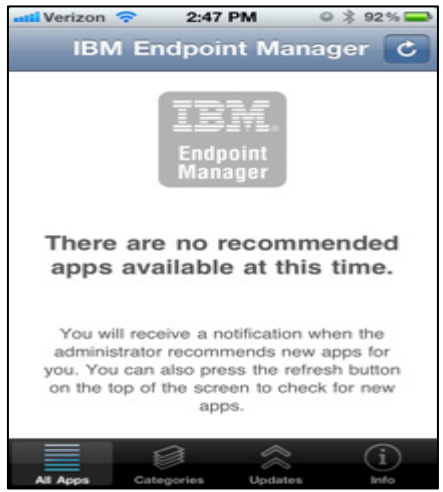
Endpoint Manager for Mobile Devices Dashboard

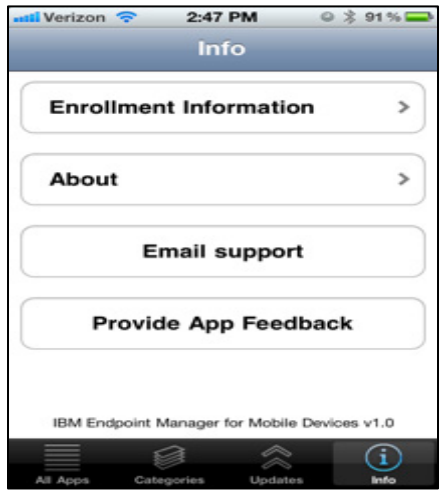


A “Single Device View” enables administrators and helpdesk personnel to easily view device details and take required action

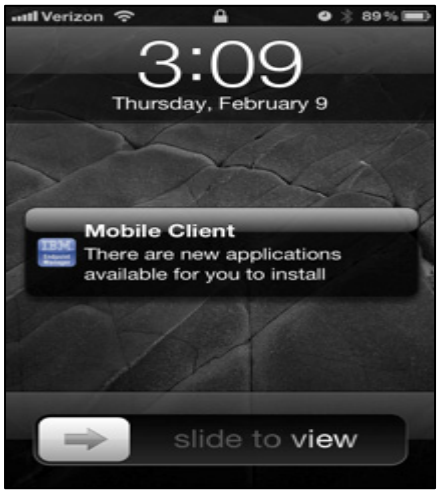
A unified report of password policies across all mobile OS' makes it easy for administrators to identify non-compliant devices

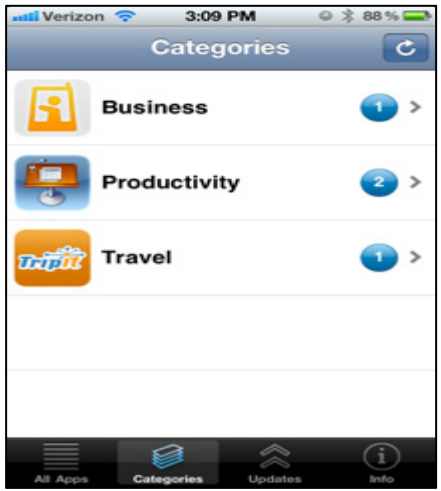
An on-device app can be used to distribute enterprise apps and detect whether an iOS or Android device is jailbroken or rooted

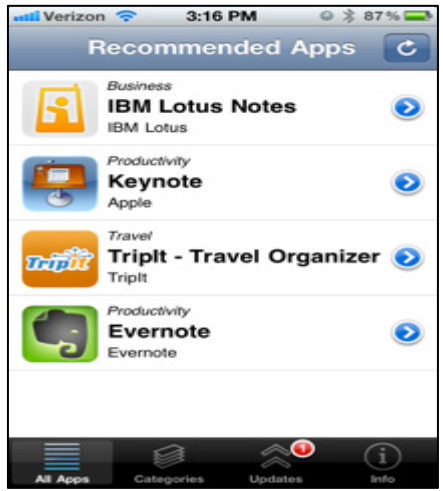


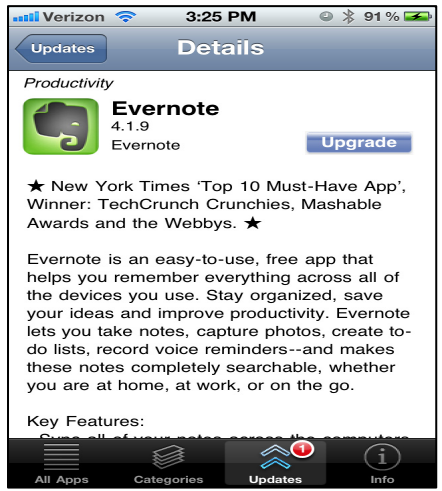


App Management

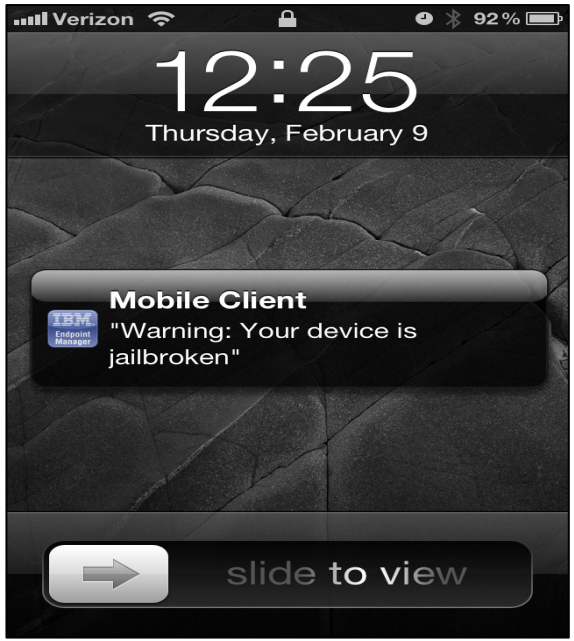


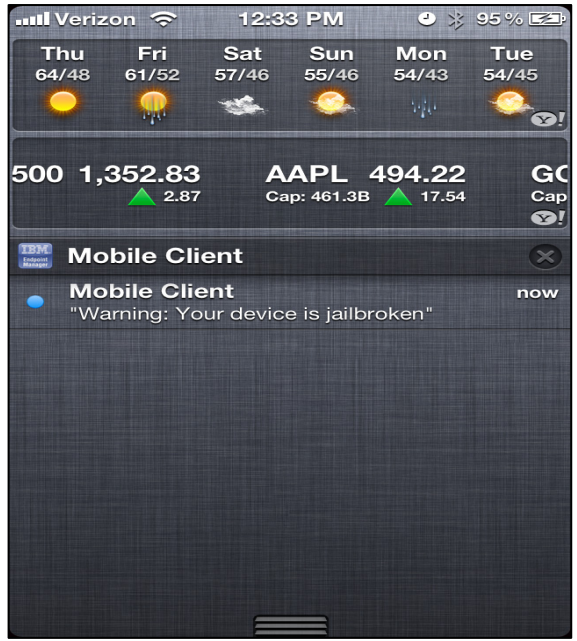




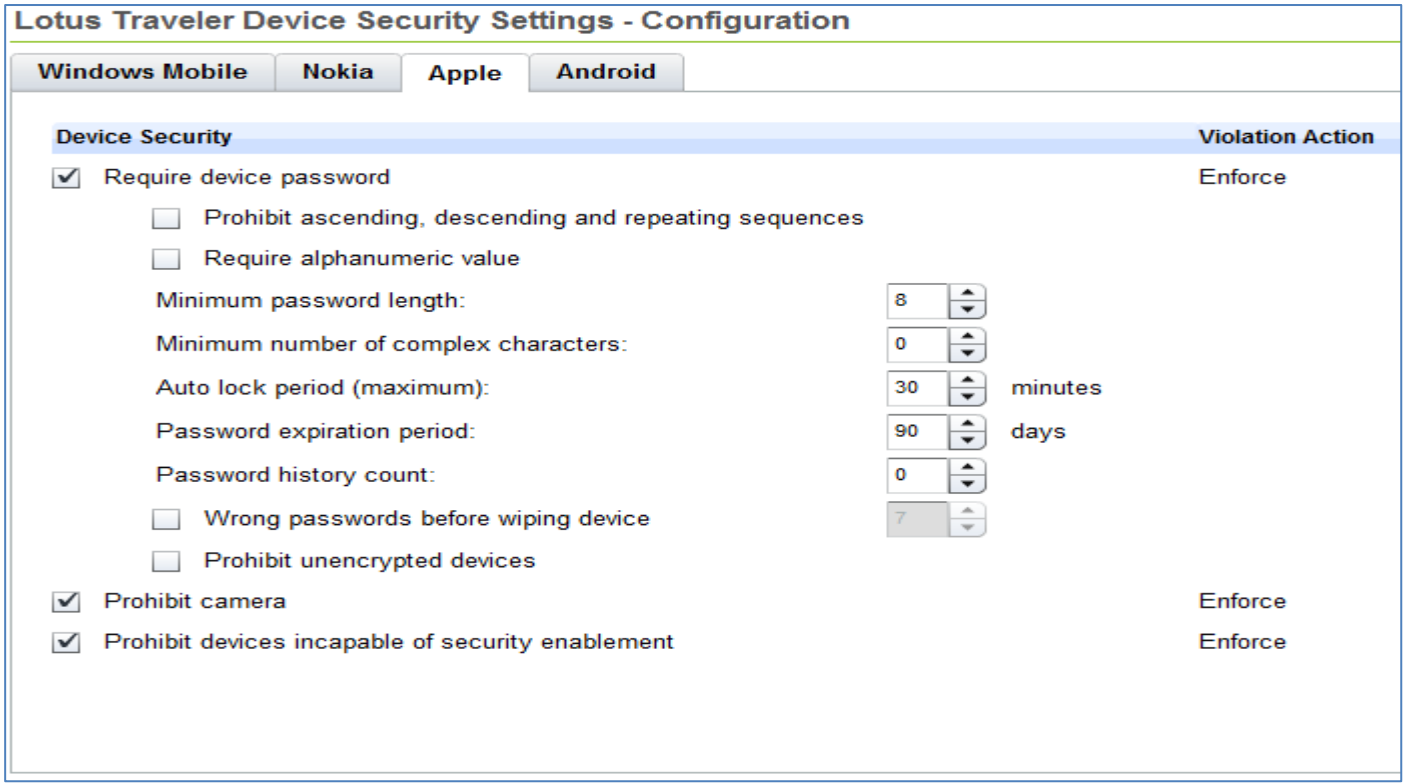


iOS Jailbreak Notification

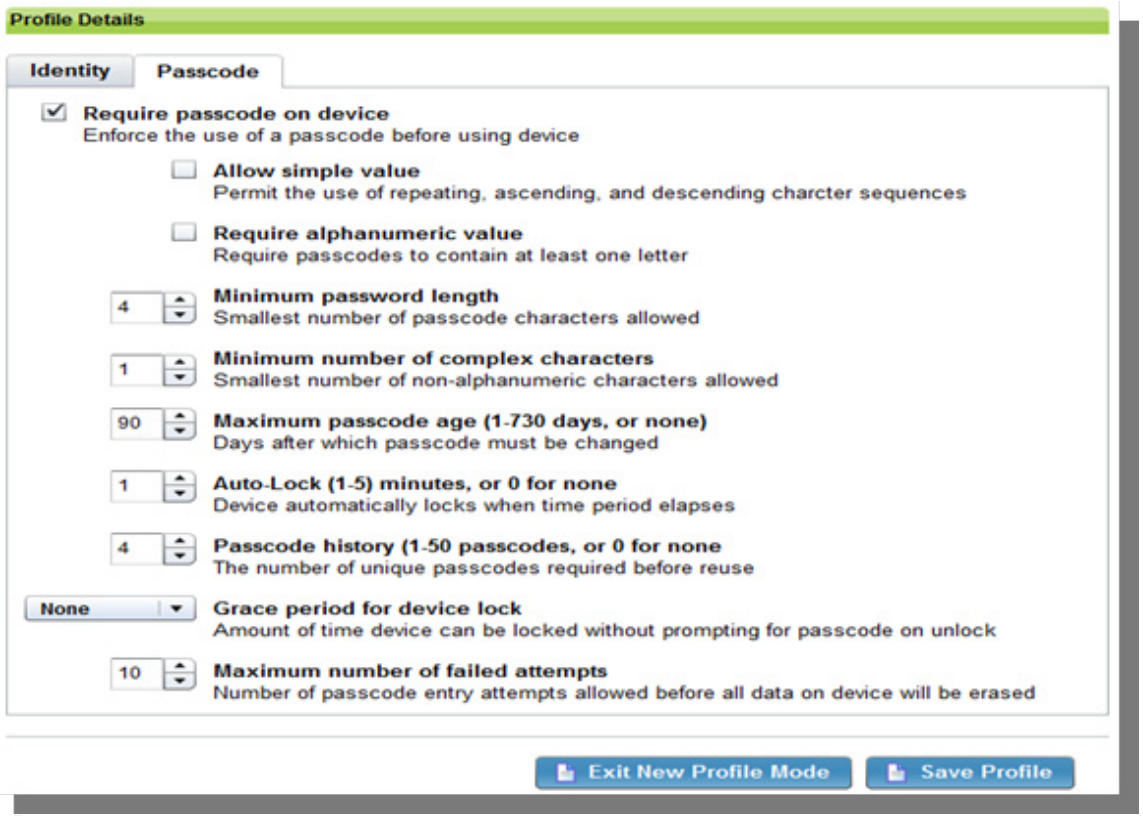




Configure and deploy Lotus Traveler policies directly from the Endpoint Manager Console



A user-friendly iOS Profile Configuration Wizard exposes all of the configuration capabilities in Apple's MDM APIs



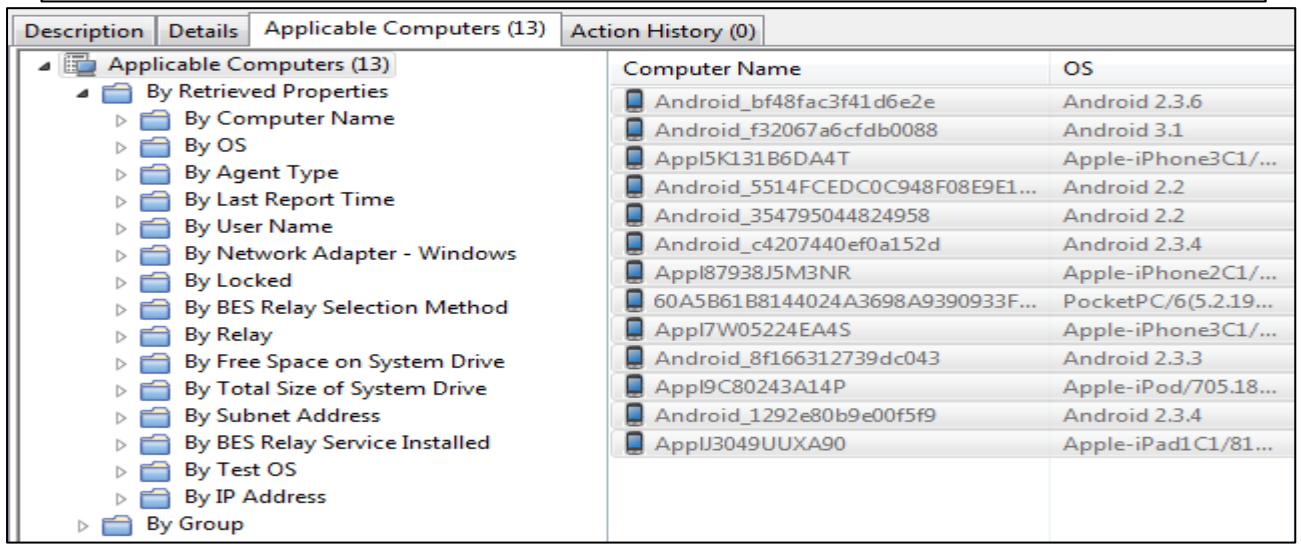
Deny Email Access by Policy

Description

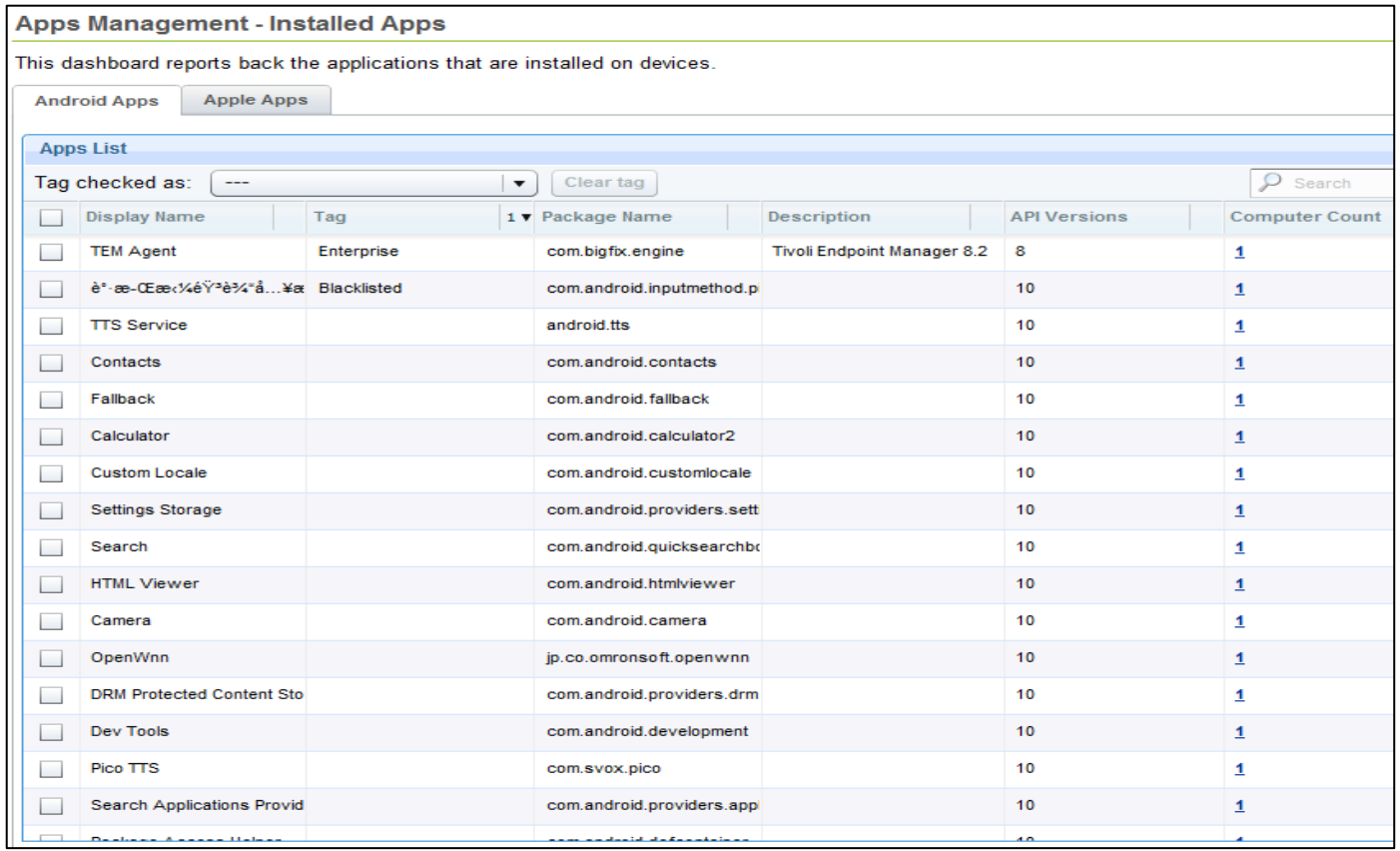
This task will deny targeted mobile devices access to their email server (Lotus Traveler or Microsoft Exchange). Use Allow Email Accessto restore access.

Actions

Click here to deny email access.



View installed apps on Android and iOS devices



Apps Management - Installed Apps

This dashboard reports back the applications that are installed on devices.

Android Apps | Apple Apps

Apps List

Tag checked as: --- Clear tag Search

Display Name	Tag	Package Name	Description	API Versions	Computer Count
TEM Agent	Enterprise	com.bigfix.engine	Tivoli Endpoint Manager 8.2	8	1
è°·æ-Œæ‹¼éŸ³è¾“å…¥æ	Blacklisted	com.android.inputmethod.p		10	1
TTS Service		android.tts		10	1
Contacts		com.android.contacts		10	1
Fallback		com.android.fallback		10	1
Calculator		com.android.calculator2		10	1
Custom Locale		com.android.customlocale		10	1
Settings Storage		com.android.providers.sett		10	1
Search		com.android.quicksearchbo		10	1
HTML Viewer		com.android.htmlviewer		10	1
Camera		com.android.camera		10	1
OpenWnn		jp.co.omronsoft.openwnn		10	1
DRM Protected Content Sto		com.android.providers.drm		10	1
Dev Tools		com.android.development		10	1
Pico TTS		com.svox.pico		10	1
Search Applications Provid		com.android.providers.app		10	1

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