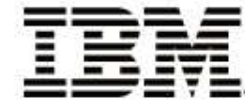


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AGAINST INTERNAL AND EXTERNAL THREATS

Ubiquitous Computing, Pervasive Risk: Securely Deploy and Manage Enterprise Mobile Devices

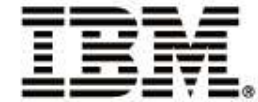
Steven Scheurmann

*VP Sales, Tivoli Endpoint Management Products,
IBM Asia Pacific / IBM Japan*

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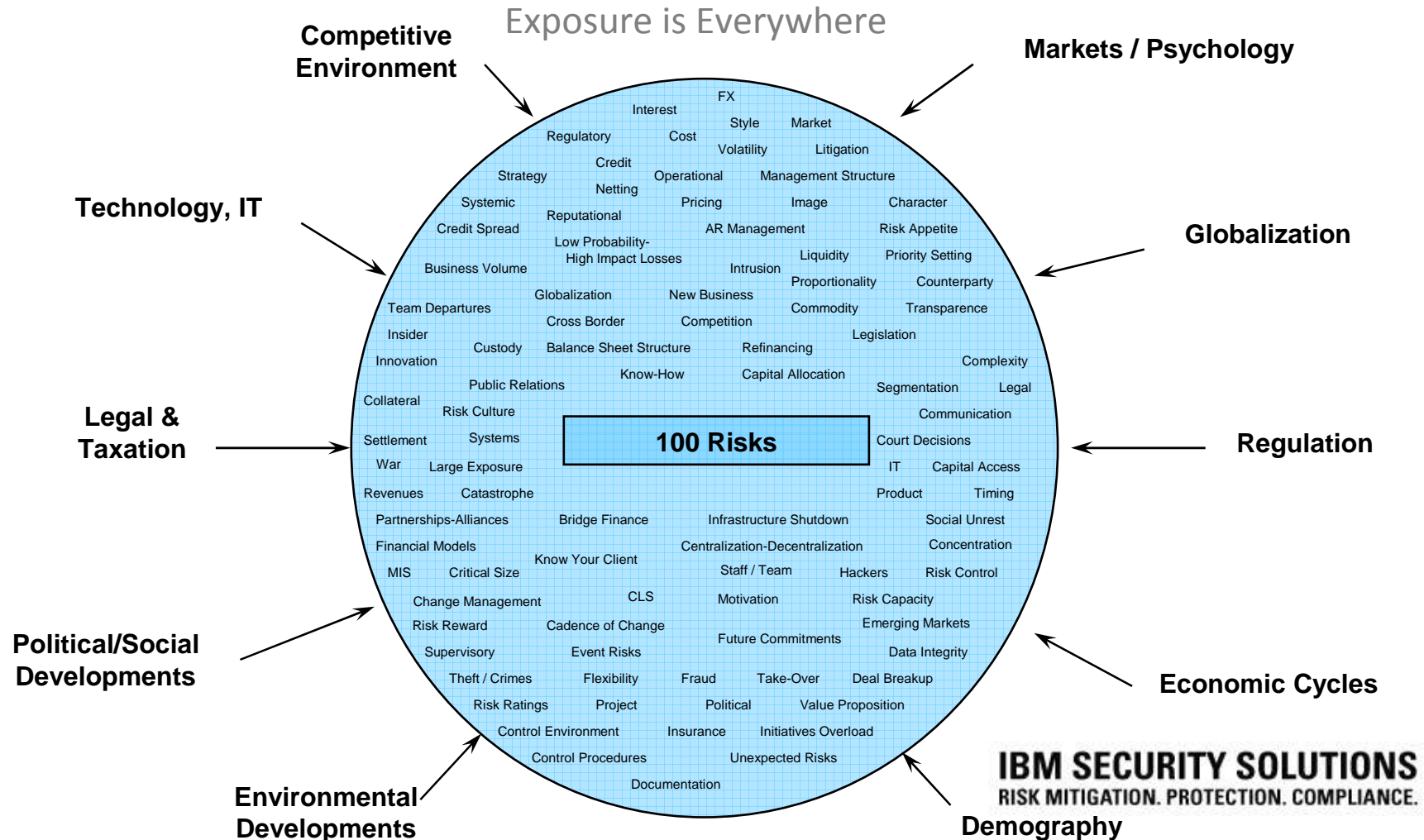
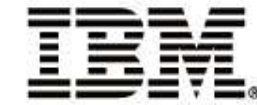
AGENDA

- Risk
- Visibility in a Changing, Distributed World
- Endpoint Management- Challenges & Risk
- Tivoli Endpoint Manager- Traditional & Smart Devices
- The Smart Device Landscape
- Mobile Device Management
- TEM for Mobile Device Management
- Q&A

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Critical Systems are Globally Distributed and in Constant Flux

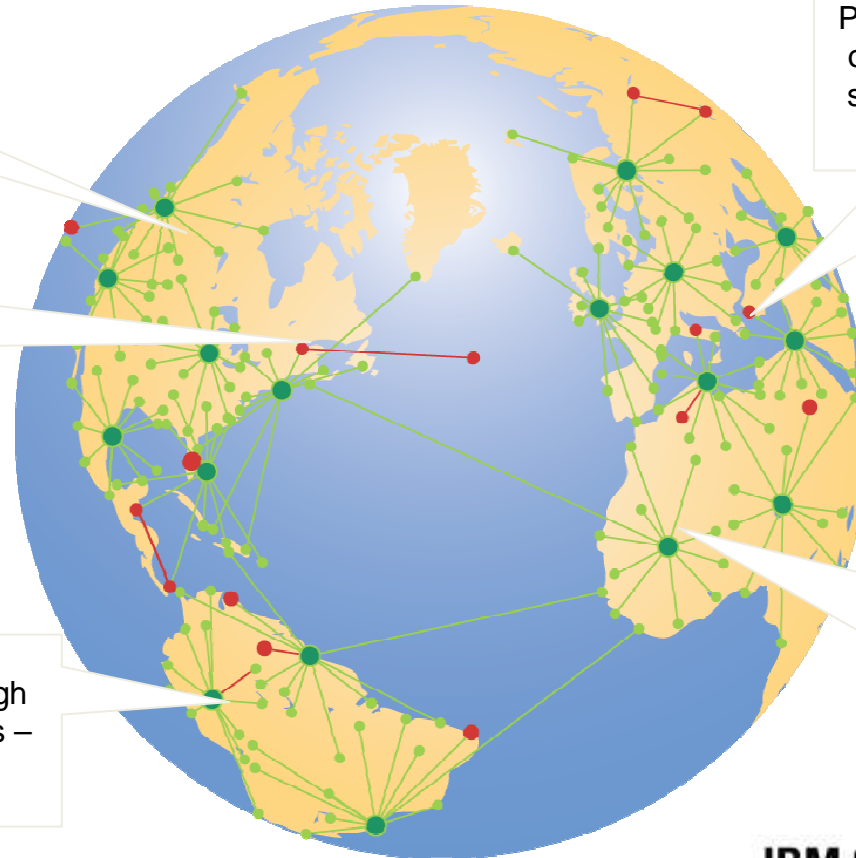
Find all assets on your network –
NOW!

Patch hundreds of thousands
of workstations, laptops and
servers to the latest security
level in minutes

Deploy a software application
to hundreds of thousands of
workstations worldwide

Perform critical updates over high
latency, low bandwidth networks –
without impacting productivity

Continuously enforce
security configuration
baselines on hundreds of
thousands of workstations,
servers, and mobile devices
worldwide



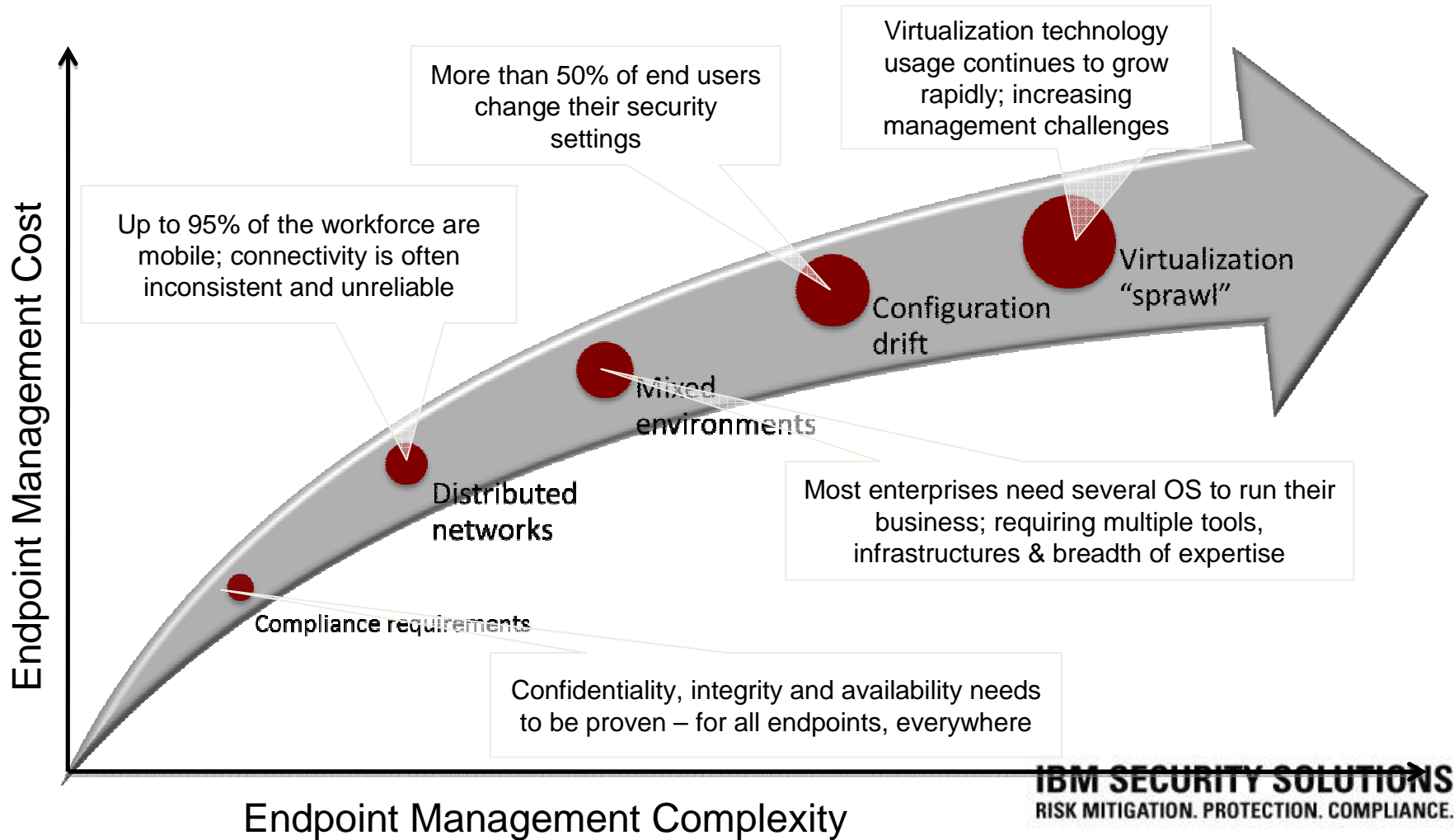
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Endpoint Management Challenges

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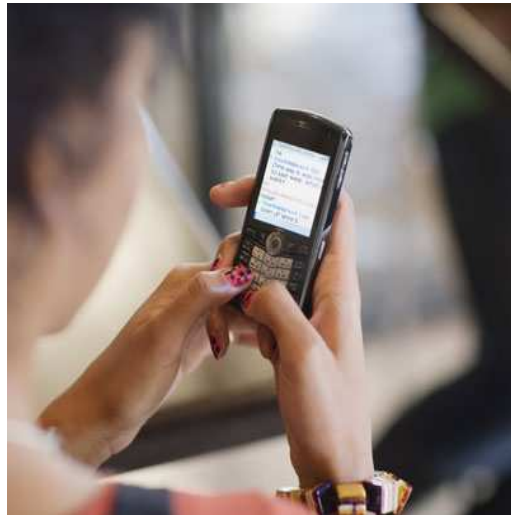
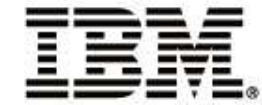


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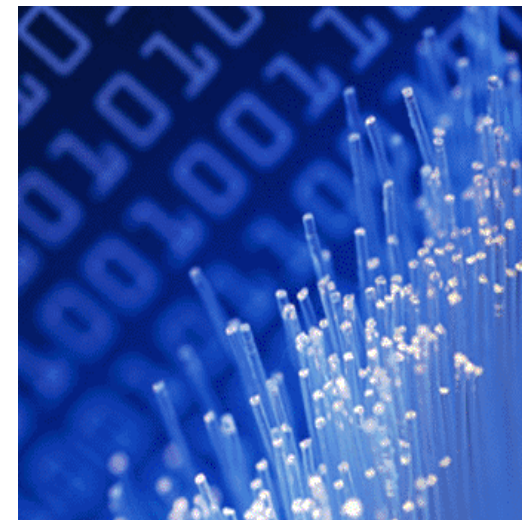
Higher Client Expectations

More service options, more quickly, with higher quality.



Greater Complexity

Services delivered across interconnected environments.



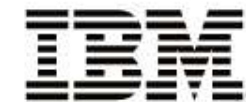
Increased Risk

Growth in business service data & security threats

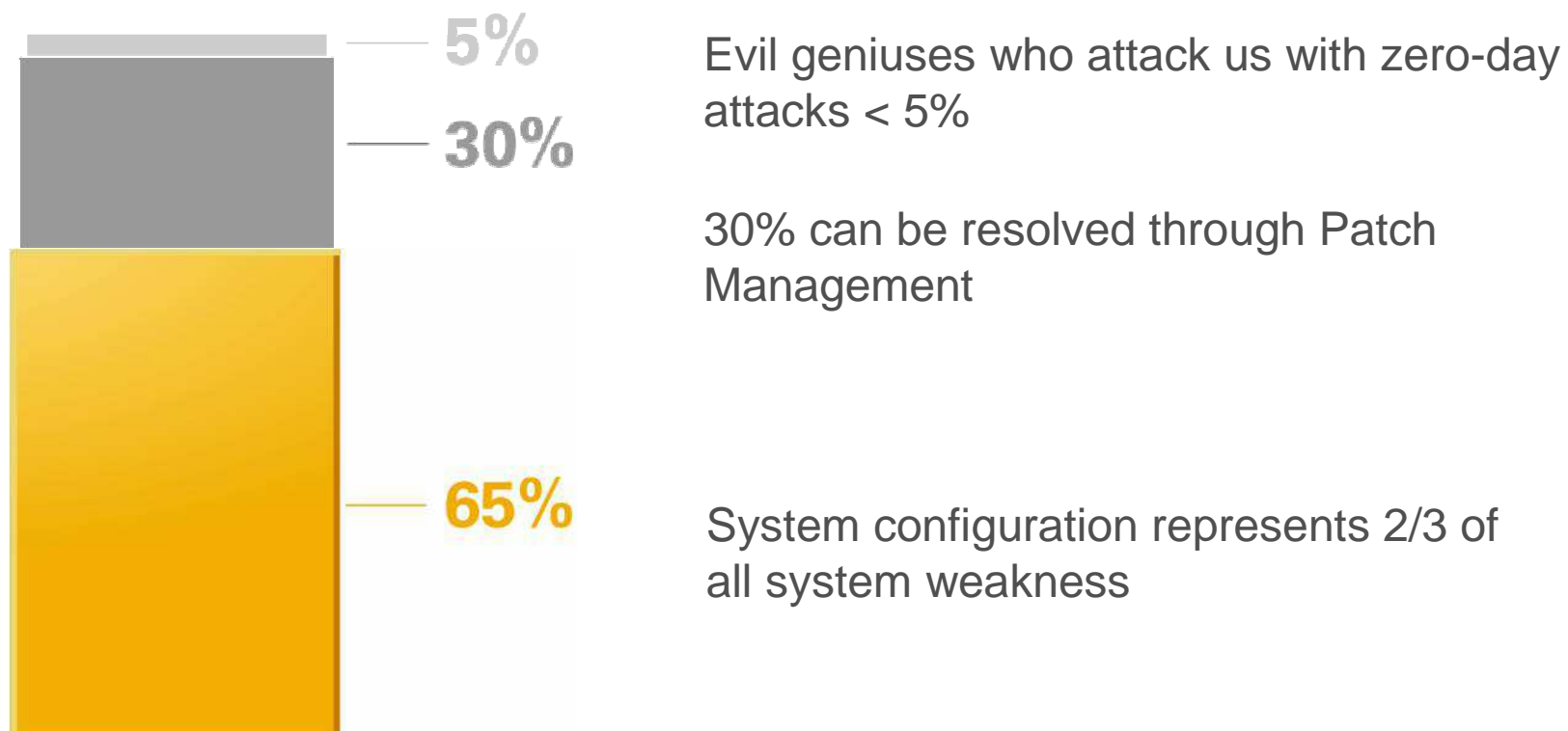
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Endpoint Management: The Risk Types

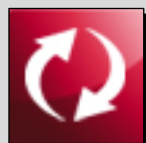


Source: SearchSecurity.TechTarget.com

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Tivoli Endpoint Manager, built on BigFix technology

Tivoli Endpoint Manager IT Operations Solutions



Tivoli Endpoint Manager for Lifecycle Management



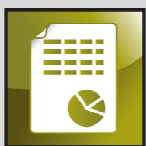
Tivoli Endpoint Manager for Mobile Device Management



Tivoli Endpoint Manager for Patch Management

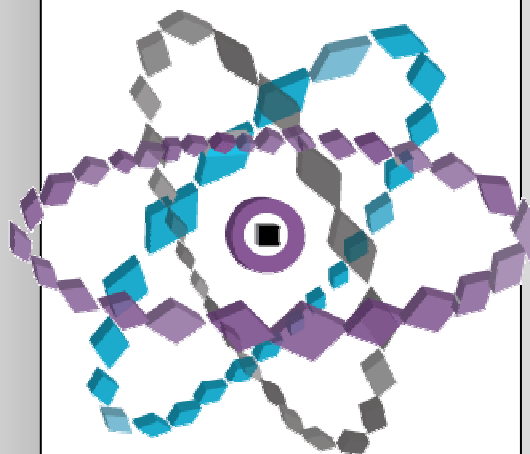


Tivoli Endpoint Manager for Power Management

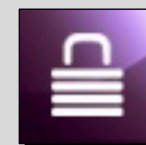


Tivoli Endpoint Manager for Software Use Analysis

Unifying IT operations and security



Tivoli Endpoint Manager IT Security Solutions



Tivoli Endpoint Manager for Security and Compliance



Tivoli Endpoint Manager for Core Protection



Tivoli Endpoint Manager for Mobile Device Management



Tivoli Endpoint Manager for Patch Management

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Single Intelligent Agent

- Continuous self-assessment
- Continuous Policy enforcement
- Minimal system impact (<2% cpu)



Powerful policy language (Fixlets)

- Thousands of out-of-the-box policies
- Best practices for ops and security
 - Simple custom policy authoring
- Highly extensible / applicable across all platforms



Single Server & Console

- Highly secure, highly available
- Aggregates data, analyzes & reports
 - Manages >250k endpoints



An existing TEM managed asset can become a relay in minutes

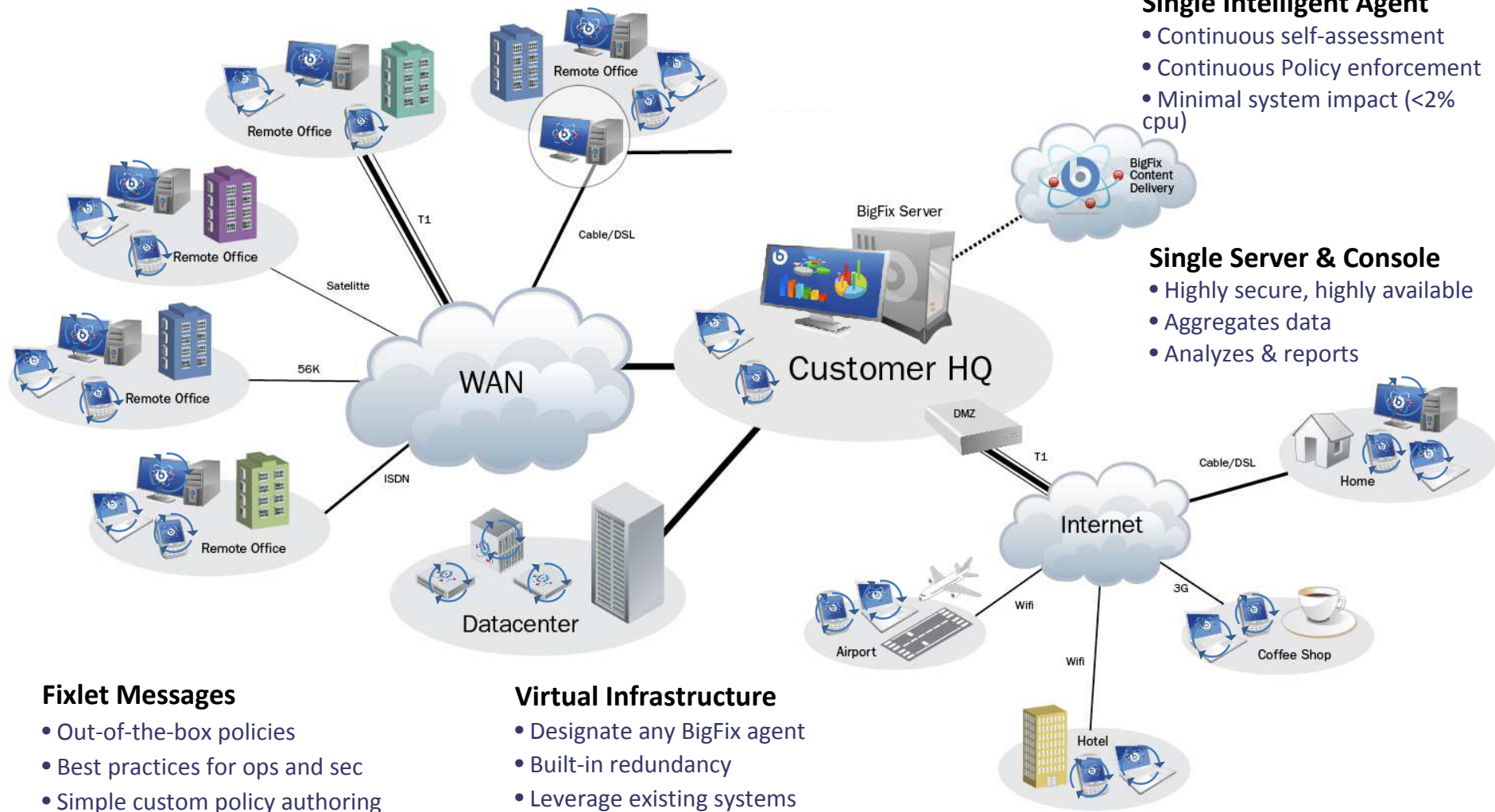
Virtual Infrastructure

- Designate any TEM agent a relay or scan point
 - Built-in redundancy
- Leverage existing systems/ shared infrastructure

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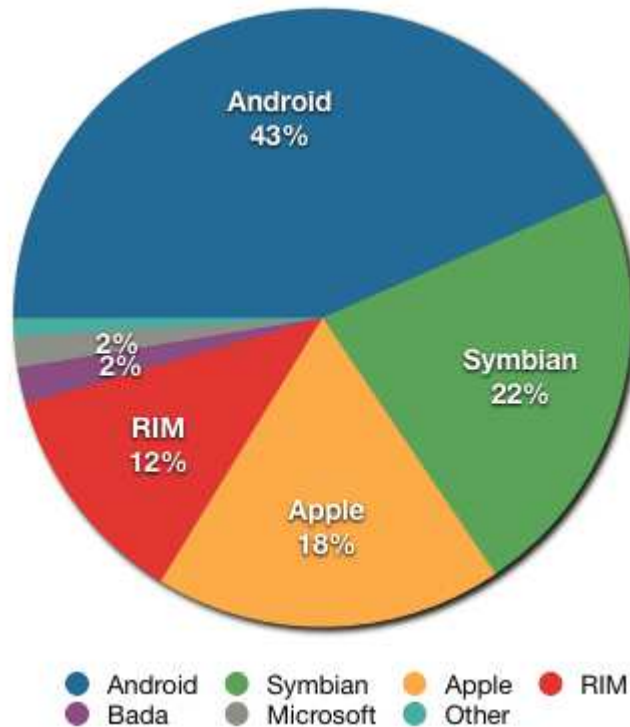
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Share of global Q2 2011 smartphone sales to end users, by OS

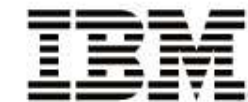
- Q2 2011 smartphone sales grew 74%, year-over-year
- 468 million units in 2011 going to 630 million in 2012 (+35% year-over-year)
- By 2015, Android is projected to have the top spot at 49% share, followed by Windows Phone, iOS, and BlackBerry

Source: Gartner 2011; does not include media tablets

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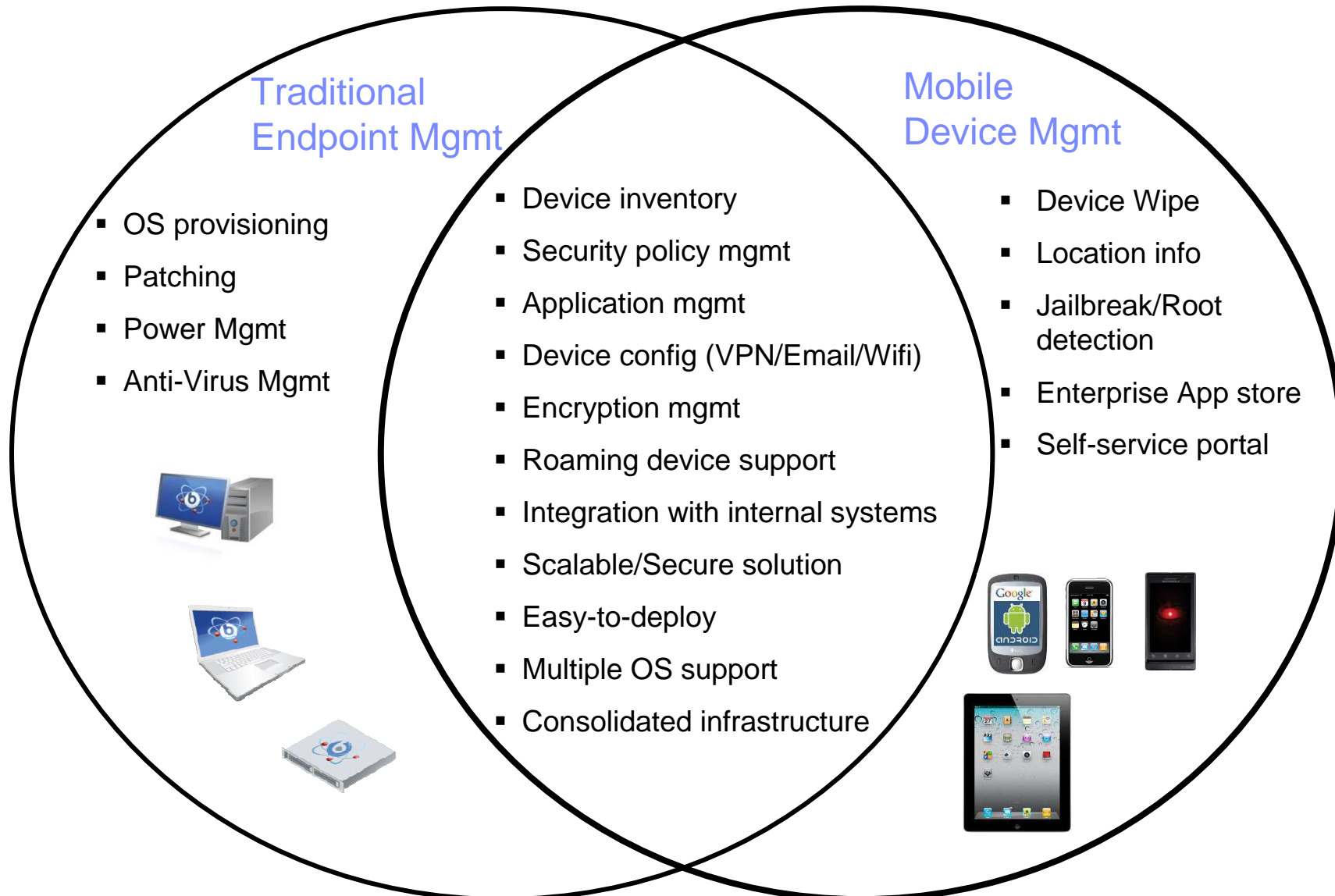
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Challenge	Considerations
Pressure from employees and senior management to support and secure a growing range of employee-owned mobile devices	<ul style="list-style-type: none">- Who manages these devices? Desktop team? Messaging? Security?- How to wipe only enterprise data from employee devices?- Dramatic cost explosion when dealing with so many device platforms
“Walled garden” mobile OS’ that disrupt traditional systems management paradigms	<ul style="list-style-type: none">- iOS is managed differently from Android, which is different from BlackBerry....- The user is king – no more pushing silent updates remotely using administrative privileges, so how do you distribute apps?
How to handle rapidly changing devices / OSes / apps / user behavior?	<ul style="list-style-type: none">- Which versions of Android are “enterprise-ready”?- Which devices are jailbroken?

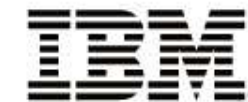
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PCs and mobile devices have many of the same mgmt needs



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Unix / Linux Servers

Android / iOS / Symbian /
Windows Phone devices

Windows & Mac
Desktops/Laptops

Windows Mobile / Kiosks
/ POS devices

Supporting more devices...

...and more capabilities.

Device Inventory Endpoint Protection S/W Use Analysis
Patch Mgmt Power Mgmt Security Config Mgmt Mobile Device Mgmt
Configuration Mgmt Remote Control OS Deployment

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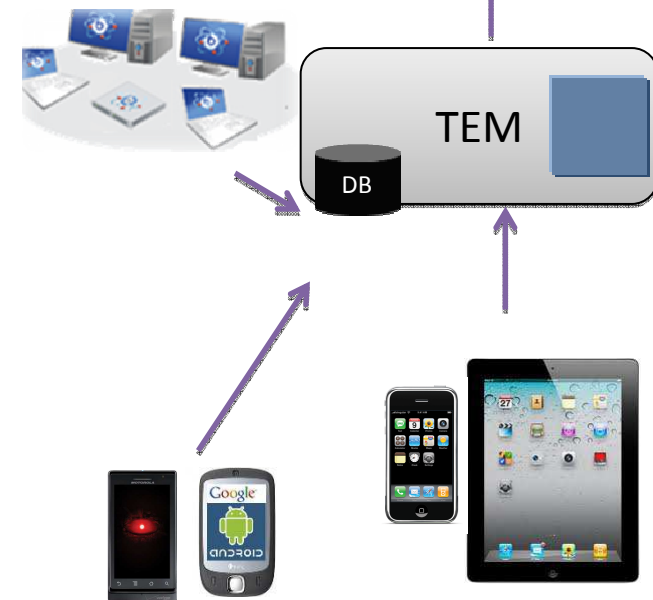


- **Built on TEM platform**
 - multi-platform, scalable, secure, robust, ...
- **Security Policies**
 - password policies, encryption, lockout, jailbreak and root detection...
- **Device Inventory**
 - manufacturer, model, carrier, hw, apps, ...
- **Management Commands**
 - wipe, selective wipe, clear pw, device lock, ...
- **App Mgmt**
 - inventory, enterprise app store, categorize, ...
- **Enterprise Access Mgmt**
 - vpn, wifi, email, ...



IT Admin

Console / Web Reports



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Problem	Tivoli Endpoint Manager Solution
How to manage employee-owned vs. enterprise-owned assets?	Gives enterprises flexibility to use email-based mgmt (less intrusive) or sophisticated agent-based mgmt
How to deal with lost or stolen devices?	Password policy controls (pin length, timeout, wipe after failed login, etc.) and remote wipe
How to deal with sensitive corporate data on device?	Enable device encryption, selective wipe of corporate data when employees leave company
How to control IT cost explosion when dealing with so many devices?	“Single pane of glass” to manage all devices servers/desktops/laptops/mobile devices with shared infrastructure
How to handle rapidly changing devices / OSes / apps / user behavior?	Flexible BigFix platform with cloud-based Fixlet model for rapid updates and new solution delivery

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- “Organizations are starting to treat smartphones (and now tablets) the same way they treat PCs”
- “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”
- “An increasing number of organizations are supporting mobile devices with the desktop group”

– Gartner, PCCLM Magic Quadrant, January 2011

Reduces Hardware & Administration Costs

- “Single pane” for mobile devices, laptops, desktops, and servers
- Single TEM Server scales to 250,000+ devices
- Unified infrastructure/administration model reduces FTE requirements

Fast Time-to-Value

- Enterprise-grade APIs enable integration with service desks, CMDBs, etc (Integrated Service Management)
- Cloud-based content delivery model allows for rapid updates with no software upgrade or installation required

Network Effect Value Creation

- Cross-platform Fixlet-based model facilitates integration of best-of-breed apps and mobile security technologies, enabling a robust ecosystem

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