Welcome to
Managing & Securing
the Mobile Enterprise

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STEVEN SCHEURMANN

Endpoint Management & Mobility

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2005

2013

Image credit: Reuters via Business Insider

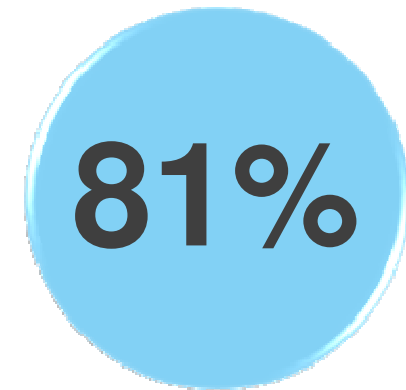# What's Changing:

How we connect

150x

How often the average mobile user checks their phone each day

What we expect

85%

…of adults expect a mobile transaction experience to be <u>better</u> than using a laptop or PC

How we work

81%

… of employed adults use at least one personal mobile device for business
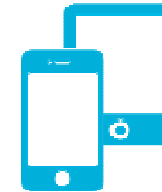
Top Challenges

Integration

54%

of companies struggle to integrate mobile applications with existing systems

Security

53%

of companies struggle to implement end-to-end mobile security solutions
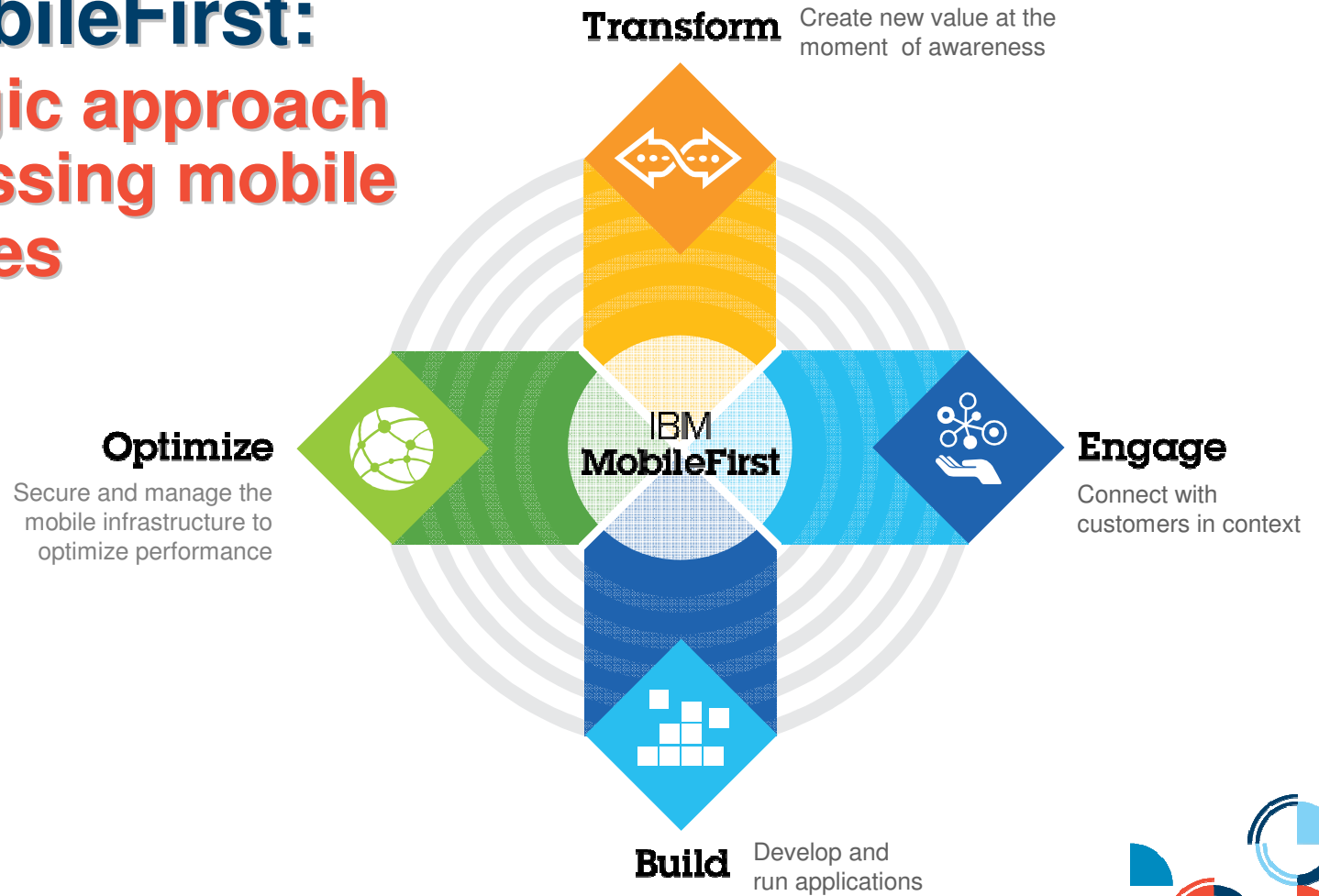
Device Management

49%

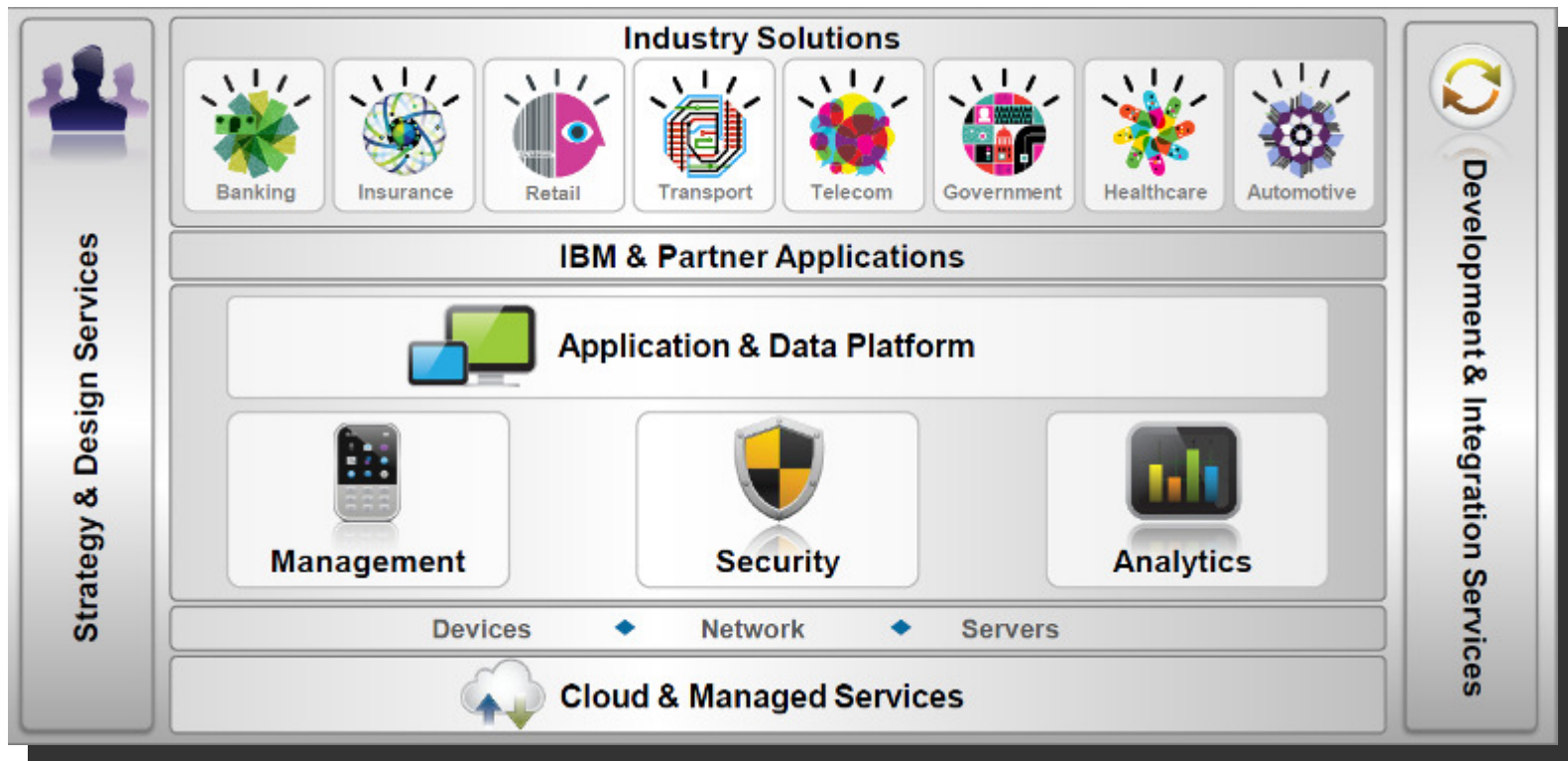*of companies struggle to manage change associated with employees using mobile devices*

IBM MobileFirst:
A strategic approach to addressing mobile challenges

Transform Create new value at the moment of awareness

Optimize Secure and manage the mobile infrastructure to optimize performance

IBM MobileFirst

Engage Connect with customers in context

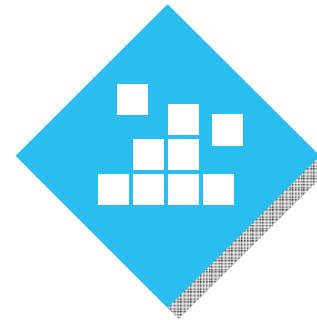**Build** Develop and run applications

IBM MobileFirst Portfolio Delivers End-to-end Solutions

IBM MobileFirst Can Help You:

- Rapidly create data-driven apps and explore back-end services (like SAP) without code
  (IBM Worklight 6.1)

- Capture tester and live user feedback and usage data to create better apps throughout the delivery lifecycle
  (IBM Mobile Quality Assurance Open Beta)

- Automate testing of native, hybrid and HTML5 mobile apps (IBM Rational Test Workbench 8.5.1)

- Continuous deployment of Worklight apps from test through to production*
  (IBM UrbanCode Deploy plug-in for Worklight)

Build
Develop and
run applications

*Planned in a future release

IBM MobileFirst Can Help You:

Engage
Connect with customers in context

- Leverage rich push services to engage customers based on context and location (Xtify)

- Analyze massive quantities of network and business data to gain real-time customer insights (The Now Factory)

- Identify and remove user experience obstacles
(IBM Tealeaf 8.8)

IBM MobileFirst Can Help You:

- Leverage world-class design expertise to create transformative experiences across physical and digital worlds
  (IBM Interactive Experience)

- Jump start mobile strategy and implementation with **industry starter apps** built on IBM Worklight

- Achieve greater enterprise asset management flexibility with IBM Worklight mobility
  (IBM Maximo Anywhere 7.next)
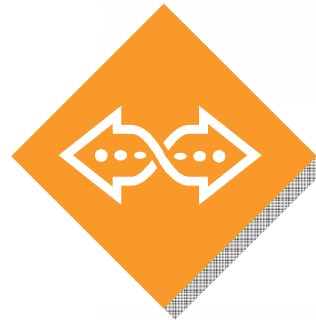
Transform
Create new value at the moment of awareness
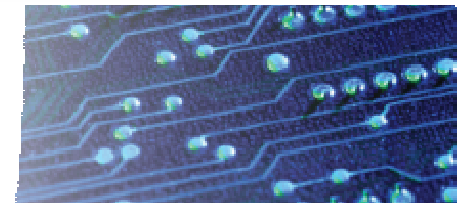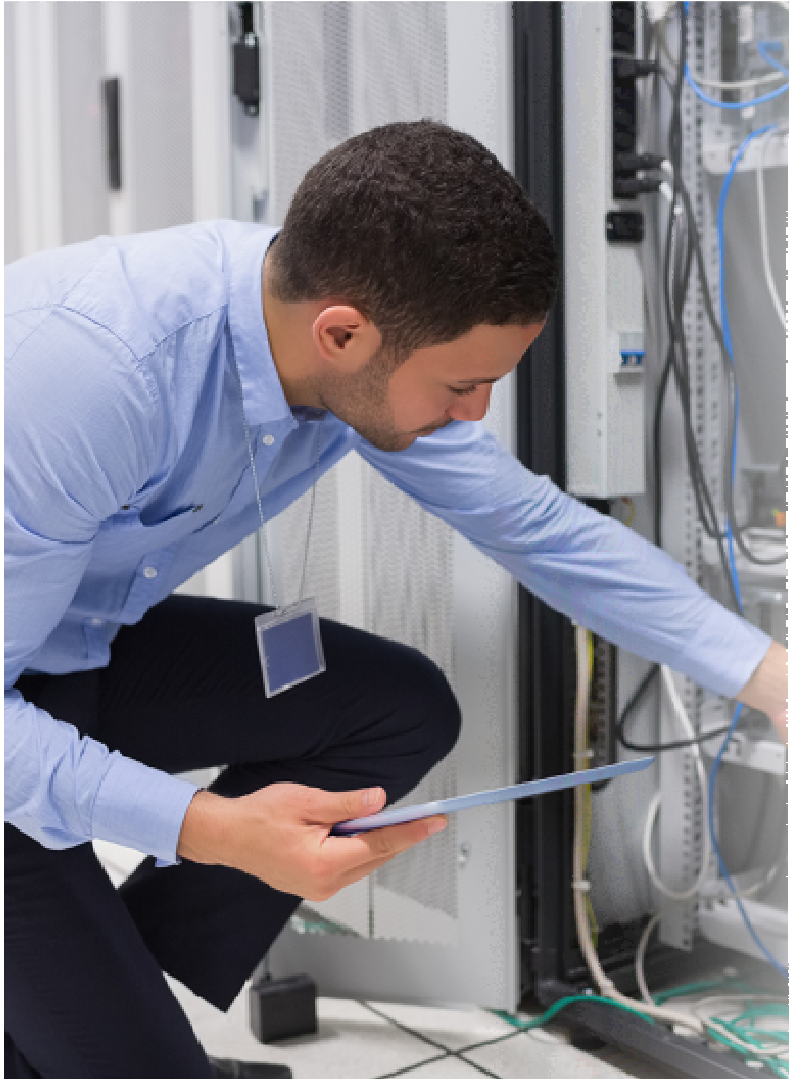
Deep dive:

Optimize

Secure & Manage
the mobile infrastructure
to optimize performance

Weak Security
Significant brand impact _and_ financial consequences

	Moderate Event	**Substantial Event**
Lasts **19.7 minutes**	Lasts **~ 2 hours**	Lasts **~ 7.5 hours**
Costs **$52,646** per minute	Costs **$38,069** per minute	Costs **$30,995** per minute
69% chance of happening	**37%** chance of happening*	**23%** chance of happening*

*The IBM 2013 Global Study on the Economic Impact of IT Risk Study.

IBM Security Capabilities for the Mobile Enterprise

Personal and Consumer

Enterprise

DATA

Transaction Security
Application Security
Content Security
Device Security

Security Intelligence

Enterprise Applications and Cloud Services

Identity, Fraud, and Data Protection

Effective Mobile Management & Security
...must address the needs of the organization

Improving Productivity & Employee Satisfaction

Managing Security Compliance & Risk

Cost of Mobile Integration

50%

79%

52%

Of companies will require employees to provide their own device by 2017

Of companies had a mobile security incident in the past year

Of companies identify cost as a major inhibitor to adopting a mobile strategy

IBM Unified Device Management

Smartphones & Tablets

Mobile Devices

Mobile Apps

Endpoint Manager

PC's, Macs, POS, ATMs
On and off-network

SaaS, On-premise, or MSP
Integrated Reporting
Comprehensive Security
Lowest TCO

Distributed Data Centers
Physical and Virtual

Endpoint Manager

Patch Management

Lifecycle Management

Power Management

Core Protection

Security & Compliance

SW Usage & Analysis

Data Centers

Ad Hoc Analyses/ Tasks

Find and Fix problems in minutes across *ALL* enterprise computers and mobile devices
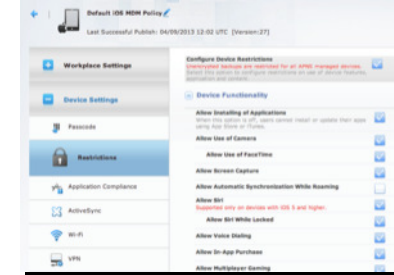
Comprehensive Mobility Management

The Essentials

- SMS, email, URL enrollment
- Email, calendar, contact profiles
- VPN and Wi-Fi settings
- Device feature configuration
- Policy updates & changes
- Inventory management
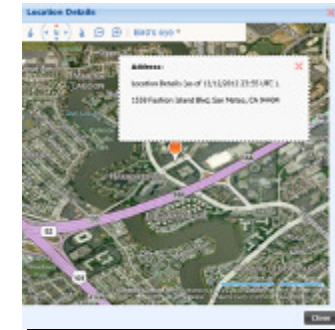- Compliance reporting

Device Enrollment, Acceptable Use

OTA Configuration

Advanced Management

- Mobile app management
- Document sharing
- Event-based policies
- Proactive expense controls
- BYOD privacy settings
- Shared device support
- Self service portal

Enterprise App Catalog

Location-based policies

MaaS360 and IBM
Transforming mobile management and security

- Securely manage the diversity of mobile: devices, apps, content, and networks

  – Simple and fast onboarding process

  – Seamless integration with infrastructure

  – Comprehensive layered security

Expands IBM BYOD capabilities to deliver complete mobile management and security solutions through MobileFirst

Recognized as a leader by Gartner in the MDM Magic Quadrant for 2 years

Comprehensive Mobile Security & Productivity

Dual Persona to separate personal and work data in the BYOD era

- MaaS360 Secure Mail

- MaaS360 Application Security

- MaaS360 Secure Document Sharing

- MaaS360 Secure Browser

A Trusted WorkPlace container for seamless security and productivity

MaaS360: Core offers

MaaS360™

Customer Use Cases

MDM Suite
(MDM, Mobile App Mgmt, Mobile Expense Mgmt, Content Cloud)
Secure Productivity Suite ("Container")
(Secure Mail, Secure Browser, App Security, MAM, Content Cloud)
Mobile Enterprise Gateway
(For Internal Browser, Docs, and Apps Access/VPN)
Secure Content Collaboration
(Doc Mgmt, Mobile Edit, Sync/Share, Content Cloud)

1. Best practice for iOS & Android adoption
2. BYOD and/or Apps
3. Compliance

Top 2014 Trend

4. Containerization of corporate content
5. User privacy from IT
6. BYOD for sensitive organizations / cultures
7. Access to internal resources from mobile
8. Content repositories
9. Intranet apps
10. Sales enablement (price sheets, etc.)
11. Line of business initiatives (board books)
12. Complete mobile content solution

New Innovations and Capabilities
Rapidly expanding the breadth of product offerings

MaaS360 On Premises*

- Easy-to-install software appliance
- Deploy in datacenter or hosting environment
- Quick integration with existing systems

MaaS360 Secure Productivity Suite

- Expanded OS Support for Windows Phone 8
- Keep data in sync with file synchronization across devices
- Increase productivity with secure content editing
- Solve more use cases thru stand alone container

* Available from Fiberlink in 1Q14

IBM Deploys MaaS360
By Fiberlink

IBM enabled MaaS360 for internal use **5 days** after acquisition close

MaaS360®
by Fiberlink, an IBM company

70,000+ Users migrated in one month

16,000+ Users registered within 24 hours

48,000+ Users registered in 15 days

200+ Devices enrolled per minute*

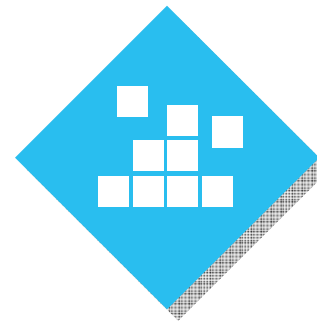**<500** Help Desk calls – less than ½ of 1%
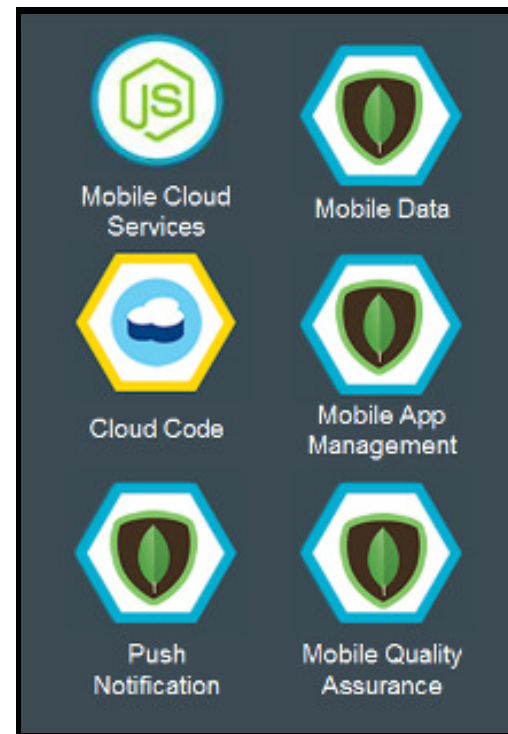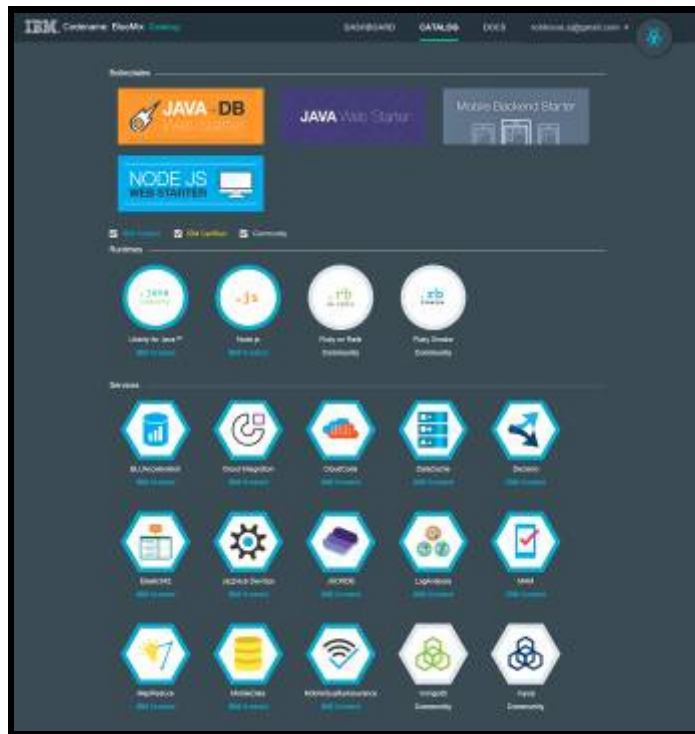
*at high point

Deep dive:

Build

Develop and
run applications

IBM BlueMix: Mobile Cloud Services

Simplify app deployment, infrastructure maintenance. Improve app quality with cloud services for mobile. And accelerate app development with SDKs for iOS and Android.

The Way Forward:
Putting mobile first in your enterprise

1 View mobility as a **critical business enabler** for future growth and competitive differentiation

2 **Prioritize infrastructure** to support mobile and address it strategically as part of your enterprise

3 Plan, integrate, optimize and manage IT and communication infrastructures to **securely deploy mobile** to enable growth and competitive differentiation

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