



IBM SolutionsConnect 2014

A New Era of Smart

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IBM SolutionsConnect 2014

A New Era of Smart

Enterprise Mobility Management

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Mobility & Endpoint

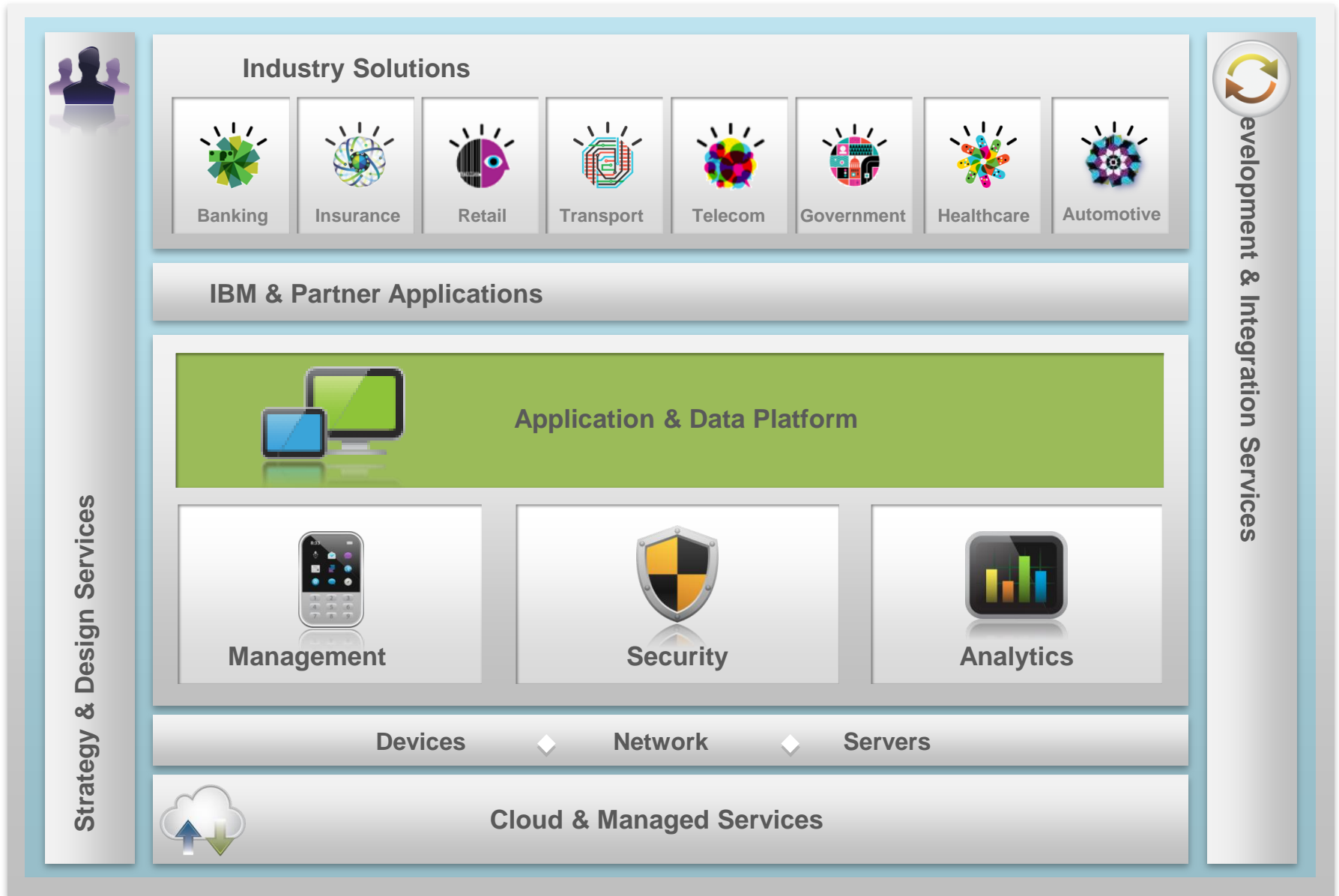
Center of Excellence

Growth Markets

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IBM introduces the IBM MobileFirst offering portfolio





Overview



- **10 Yrs** in Enterprise Mobility Management
- **5,000** Customers Across All Verticals
- **97%** Customer Renewal Rate
- **Largest** Cloud EMM Revenue Base
- **Millions** of devices on MaaS360 platform

Industry Recognition



Diverse Customer Base

Manufacturing



Healthcare



Consumer



Financial



Others





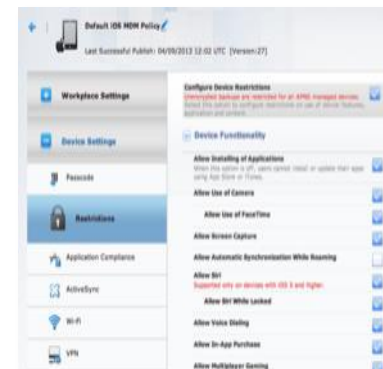
Comprehensive Mobility Management

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



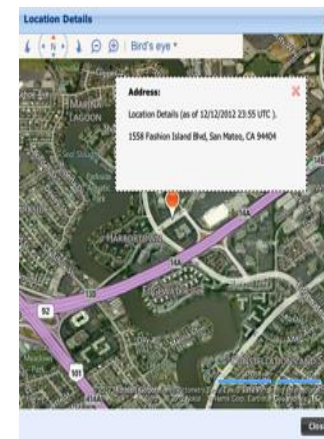
OTA Configuration

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



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



Customer Use Cases

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



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



How MaaS360 Works





Available On-Demand

1

Instant

Access a free, fully functional trial for 30 days

Start Your 30-day Trial Now

*All fields required for free trial.

Email:

Password:

Confirm Password:

Company:

Full Name:

Phone:

I have read and accept the [terms of agreement](#).

Start Your Free Trial

Your email and personal information are confidential, and will not be sold or rented. See our [Privacy Policy](#) for more information.

2

Easy

Set up and configure your service in minutes



3

Mobile

Manage and secure your devices, emails, apps and docs



maas360.com



MaaS360 Differentiation & Unique Selling Proposition



Why MaaS360 is Better

MDM Suite

(MDM, MAM, MEM, Content Cloud)



- ✓ On-demand. Setup in 10 minutes
- ✓ Best IT Usability and Integration ease
- ✓ Greatest and easiest scale

Secure Productivity Suite

("Container")



- ✓ vs. Good – MaaS360 better IT and User UX
- ✓ vs. Mobile Iron – uses partners (e.g., Divide)
- ✓ vs. Airwatch – late to launch

Mobile Enterprise Gateway

(For Internal Browser, Docs, and Apps Access/VPN)



- ✓ Fully integrated and works in minutes
- ✓ Integration (LAN traversal) is the best
- ✓ Browser, Content, and Apps

Secure Document Collaboration

(Doc Mgmt, Edit, Sync/Share, Content Cloud)



- ✓ Airwatch over hypes, under delivers
- ✓ Mobile Iron is disjointed and incomplete

With IBM, unquestionably the broadest EMM and Mobile Security & Collaboration platform



IBM Eats Its Own Cooking!!!

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

★ Production Deployment on January 7th

- ✓ More than **16,000** users registered within 24 hours
- ✓ More than **25,000** users registered in first week
- ✓ More than **200** users per hour on avg.

★ Fewer than **100** helpdesk calls (less than **½ of 1%**)



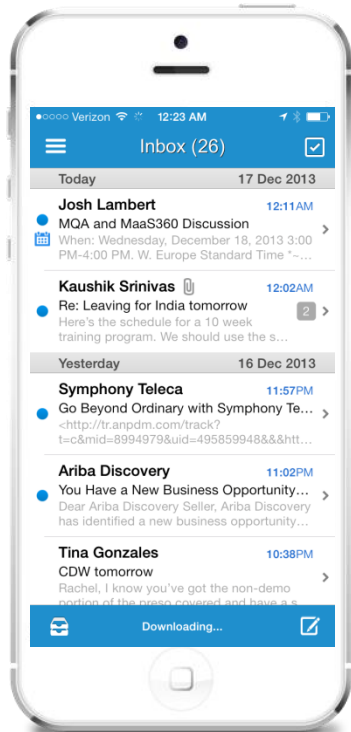
www.maas360.com

Additional Information

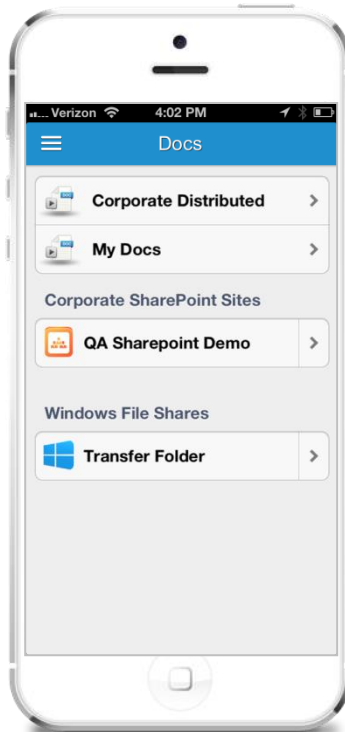


Plus, MaaS360 also powers user productivity

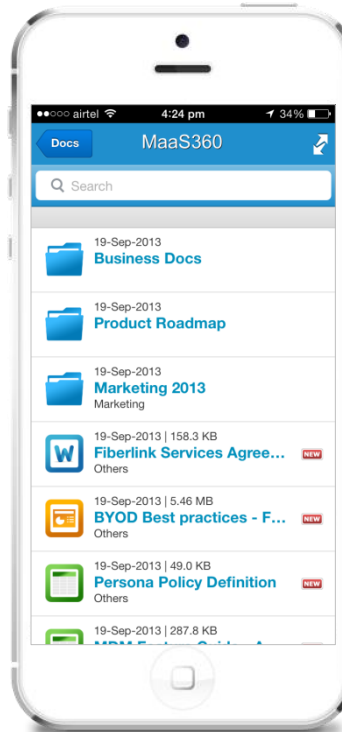
Mail



Content



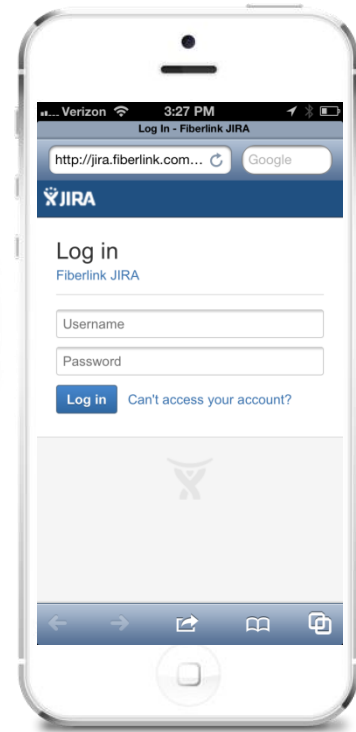
File Sharing



Editing



Intranet





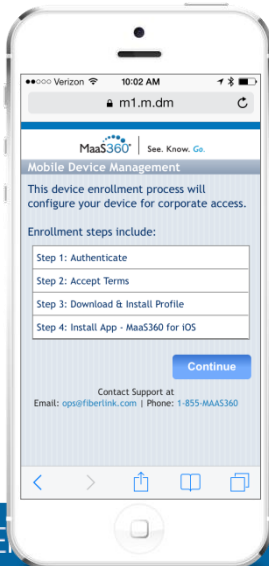
Simple Example

1 CFO with a personal iPad and iPhone



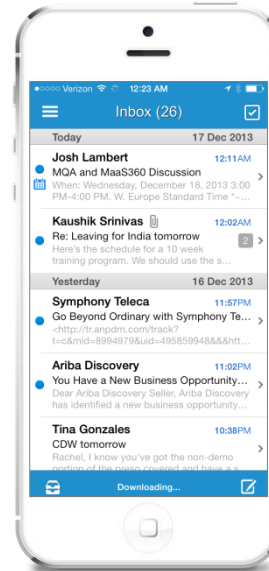
Want my email and latest financials plus our cool meeting room scheduler app!

2 Install MaaS360 in <3 minutes and receive my policies from IT creating a MaaS360 Trusted Workplace



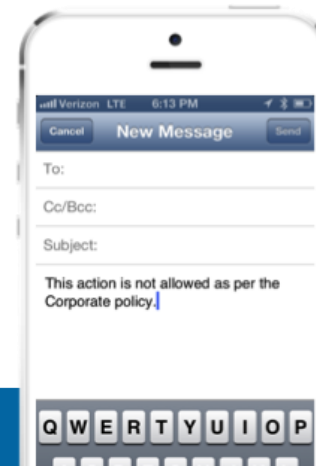
3

I can securely view/edit Board Minutes and my email



4

Security policies protect company content





MaaS360: Meets comprehensive customer use cases



MDM Suite	➔	✓	✓	✓	✓
SPS Suite	➔		✓	✓	✓
Mobile Gateway	➔			✓	✓
Secure Content	➔				✓

Pfizer is using MaaS360 to manage and secure over 300 in-house mobile applications for over 50,000 corporate and BYOD users

MaaS360 powered **London tube concierges** helping speed over 4.5M riders ⁽¹⁾ on their ways to the games on Aug 7th alone

MaaS360 provides **Telus** technicians with instant and secure mobile access to over 1,000 internal applications

Caesars has used MaaS360 to improve customer beverage delivery times over 80% to <4 minutes



Example: Cisco MCMS Admin Portal

The screenshot displays the Cisco Mobile Collaboration Management Service (MCMS) Admin Portal. The interface includes a top navigation bar with tabs for DEVICES, USERS, SECURITY, APPS, DOCS, REPORTS, and SETUP. A search bar is located below the navigation. The main dashboard features a 'My Alert Center' with a 'Last Analyzed' timestamp and several status tiles: Active Devices (0), Inactivate Devices (29), Recently Added (0), No Passcode (0), Out (0), and Pending Approval (0). An inset window shows a login form with fields for Username and Password, a 'Remember Me' checkbox, a 'Log In' button, and a link for 'I forgot my password'. Below the dashboard is an 'App Catalog' table listing various applications with their names, types, categories, VPP codes, last updated dates, install counts, and distribution status.

App	Name	Type	Category	VPP Codes	Last Updated	Installs	Distrib...
	Cisco WebEx Social 2.5	Apple	Business		12/18/2012 15:26 EST	0	Yes
	Cisco	Apple	Business		12/18/2012 15:21 EST	0	Yes
	Cisco.com		Others		12/15/2012 19:57 EST	2	Yes
	Cisco WebEx Meetings	Android	Business		12/15/2012 11:35 EST	0	No
	Cisco WebEx Meetings	Apple	Business		12/15/2012 11:34 EST	0	Yes
	Cisco Jabber	Apple	Business		12/15/2012 11:34 EST	0	Yes
	Cisco Jabber for iPad	Apple	Business		12/15/2012 11:33 EST	0	No
	AnyConnect ICS+	Android	Business		12/15/2012 11:33 EST	0	Yes
	Cisco AnyConnect	Apple	Business		12/15/2012 11:32 EST	0	Yes

Additional details from the screenshot include: '29 Devices' in the top right, 'English' language selection, 'Total Space Available: 1 GB | Free Space Remaining: 958.99 MB', and user information: 'Username: 1027410_injelsen | Account ID: 1027410 | Last Login: 07/30/2013 08:32 EDT'.



Example: Cisco MCMS Apps





Manage and Secure MobileFirst Experience

- When do you need to deploy an Enterprise Mobility Management solution?
- From an end user perspective, what is the most critical corporate function you need to access from your personal device?
- From an IT / Security Administrator perspective, what are the most critical capabilities required from an Enterprise Mobility Management solution?
- What are your next steps in evaluating an Enterprise Mobility Management solution?



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Thank You