

# Enterprise Mobility Management (EMM)

## A Mobile Transformation: Key Business Drivers

The adoption of smartphones and tablets has transformed the way users interact with applications and content in their personal lives, enabling them to become more engaged and productive than ever before. Having experienced higher engagement and productivity from mobile technology in their personal lives, users are demanding a similar mobile experience at the workplace. This in turn is pressuring IT to instantly enable user access to critical business apps and content on mobile devices of their choice in a way that's natural and familiar to them. Additionally, in order to support mobile technology in the workplace, IT departments must ensure that security and compliance requirements are in place to protect important corporate data. An IT platform purpose-built for mobility management is required to address the IT team's need to secure corporate data, while also delivering to end users the choice and flexibility they need.

## EMM: Securing Enterprise Information in Mobile and the Cloud

With an effective Mobile IT platform, organizations can effortlessly enable end users to work on any mobile device of choice, unlock business productivity, and secure enterprise data no matter where it lives. An enterprise-class platform enables the IT organization to drive:

- Mobile Device Management:** Easily and securely manage mobile devices across any operating system and provide employees with access to secure corporate email, conduct automatic device configuration and selectively wipe corporate information from the user- or corporate-owned devices without touching the personal information residing on those devices.



### Market Trends

- Mobile device usage continues to be on the rise. According to IDC, tablets are expected to outsell PCs overall by 2015.
- According to IDC, approximately 1 Billion mobile devices are expected to ship to the enterprise in the next 3 years.

### Challenges

- Securely manage mobile devices, apps and content
- Enable BYOD initiatives
- Protect corporate data and personal privacy
- Platform that can support multi-OS architectures today and tomorrow
- Scale to company-wide global deployments

### Solution

- MobileIron Platform and Services

### Benefits

- Purpose-built for multi-OS and Mobile IT
- Complete app management – secure delivery, data containerization, tunneling
- App download without network latency
- Data loss prevention (DLP) for native email
- Privacy protection and data separation
- Identity-based security through certificates
- Multi-user configuration for shared devices
- Closed-loop automation for compliance
- Secure SharePoint access and document security

- Mobile Application Management:** Gain an end-to-end solution that delivers, provisions, secures and retires mobile apps. With these rich capabilities, IT can easily manage the entire application life cycle, from making the applications available to the enterprise app store to securing applications on the device and isolating corporate apps from personal apps. By giving employees secure access to enterprise apps on a device of their choice, organizations are better able execute on business processes while cutting costs and delivering a seamless experience to customers and employees.
 
- Mobile Content Management:** At the heart of every business process is a key piece of content. With an effective mobile IT setup, IT can effortlessly accelerate business processes by enabling users to securely access and manage enterprise documents residing in SharePoint and/or other on-premises and cloud content management systems. Email attachments can also be secured through encryption and made viewable within a secure viewer. End users can securely access corporate intranet content without requiring a full-blown VPN client on the device, making things much more quick and efficient. Lastly, ecosystem content and collaboration tools can also be secured on the mobile device by creating a contained and secure space on the device that is based on corporate policies and preference.
 

**Benefits Continued**

- Cost control thru monitoring of int'l roaming
- Enterprise integration thru extensible APIs
- Single-system scale of 100,000 devices
- Multi-tier management for delegation
- Best-in-class solution purpose-built for cloud and on-premise

**Key Components for IT:**



- MobileIron Core:** A security and management engine that enables IT to define, configure and set policies for mobile devices, applications and content.



- MobileIron Sentry:** An in-line intelligent gateway that manages, encrypts and secures the traffic between the device and the back-end enterprise resources so that sensitive data is encrypted and protected while in motion.



- MobileIron Client:** A client installed on mobile devices that enforces configuration and security policies defined by IT, and ensures separation between personal and corporate data in real-time or even when the device is offline.

**Our Mobile IT Platform: Purpose-Built for Next-Gen Mobility**

The MobileIron Enterprise Mobility Management platform delivers enterprises with a secure, agile and scalable way to protect mobile devices, apps and content. A purpose-built mobile IT platform provides users with secure access to business processes and content they need on devices of their choice and allows IT to secure corporate data. Our mobile IT platform enables organizations to accelerate their journey to becoming Mobile First organizations and helps them drive innovation and competitive differentiation.



## Summer 2015 Release: Powerful Capabilities Drive Enterprise Mobile Security and Efficiency and User Trust

The use of mobile devices in the enterprise continues to accelerate. According to IDC, tablets are expected to outsell PCs by 2015. In addition, enterprise information is increasingly moving to a wider range of device form factors, leaving the walls of the datacenter and residing in the cloud. IT teams are looking for efficient ways to manage this growing number of mobile devices and protect enterprise information no matter where it travels. In keeping with these market needs, the Summer 2015 release introduces compelling enhancements that enable end users to use the latest mobile devices of their choice to seamlessly access enterprise information while retaining user privacy. This release also enables IT to build the foundation and create the security platform for the modern enterprise.

### Enterprise-Grade Security

Enhancing security without compromising the user experience has become a key theme for the successful adoption of mobile devices in any organization. The new security features in MobileIron's Summer release enhance the enterprise's ability to tighten its security infrastructure on a range of mobile platforms, while providing a transparent native user experience for end users. New features, such as TouchID for AppConnect apps that enables enforcement of complex passwords, Audit Logging that tracks over a hundred activities taking place in the EMM console, Tunnel that offers multi-OS app VPN and new support for Entrust as an additional Certificate Authority to help manage identities, all offer the IT organization tools to strengthen enterprise mobile security.

### Accelerating innovation on multi-OS platforms

- **iOS:** With the growing pervasiveness of iOS devices in enterprises, organizations are using these devices to distribute information and content. MobileIron now supports iOS iBooks, which allows IT to publish pdfs and e-pubs to iBooks directly and securely on an iOS device. The Summer release is focused on helping enterprises securely deploy iOS devices to their end users and introduces new ways of learning for the workforce, whether using corporate or employee-owned mobile devices.
- **Android:** Android for Work is expected to better address security for Android devices entering the enterprise. In the Summer release, MobileIron Core now supports Android for Work, which allows IT to use a consistent framework to secure apps, manage disparate devices and separate work and personal data at the OS level across the range of Android devices.
- **Windows 10:** Windows Phone adoption has been growing steadily within enterprises globally, and with Windows 10, Microsoft is moving to a unified OS that will span across the device types – from phones to laptops and desktops. The Summer release will offer organizations compatibility for Windows 10 and help achieve a seamless transition from Windows (Phone) 8.1 to Windows 10.

### Key Components for End Users



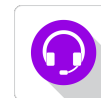
- **MobileIron Apps@Work:** MobileIron's enterprise app storefront lets the end-user download both in-house developed and third-party business apps that have been approved by IT.



- **MobileIron Docs@Work:** Gives the end user an intuitive way to access, annotate, share, and view documents from email and SharePoint and a variety of other on-premises and cloud repositories.



- **MobileIron Web@Work:** Secure browser that lets end users access web content within the corporate intranet without requiring the user to go through complex procedures such as starting a device-wide VPN session.



- **MobileIron Help@Work:** Allows users to request IT help directly from their iOS and Android devices. In Android, users can allow IT to remotely control and troubleshoot their device.

## Enhanced User Experience

A great user experience and ready adoption are key for a successful mobile device deployment strategy. With the Summer release, MobileIron simplifies end user registration with a device-aware registration experience and a self service portal to help users register their devices easily. The release also introduces Visual Privacy, a new capability that gives end users a visual explanation of what the enterprise can view and action on their mobile device. Transparency drives user trust and Visual Privacy will accelerate user adoption of BYOD programs in the enterprise while giving users peace of mind.

## Enhanced IT Efficiency

The Summer release greatly enhances the IT admin experience with a new simplified dashboard that provides better visibility into mobile deployments, a new streamlined app management interface and better help desk abilities that allow for remote control of Android devices. In addition, there are a number of updates to MobileIron Insight, the mobile management app on-the-go, such as support for on- premises and cloud EMM platforms, the ability to manage multiple Core instances at once and extended global reach with support in 18 languages.

## Summary

A leader in Enterprise Mobility Management (EMM), MobileIron has been chosen by over 8,000 customers worldwide including more than 450 of the Global 2000. These companies are transforming their business through enterprise mobility and accelerating innovation. Available as an on-premises or a cloud solution, MobileIron is purpose-built to secure and manage mobile apps, docs and devices for global organizations. MobileIron works with more than 245 AppConnect partners and more than 71 Technology Alliance partners who have integrated, or are in the process of integrating, with our platform. And our customers have used AppConnect to secure over 1,000 internally developed applications. Finally, our global Customer Success team has developed the depth and breadth of expertise to provide our customers with the support required on their journey to become Mobile First. With the Summer 2015 release, MobileIron extends its leadership in EMM with new capabilities that deliver stronger enterprise mobile security, improve the user experience and preserve privacy, enabling enterprise IT to embrace the latest mobile operating systems and create a more agile IT organization.

For more information, please visit [www.mobileiron.com](http://www.mobileiron.com)

### Additional Components for Admins and End Users:



- **MobileIron AppConnect:** MobileIron AppConnect containerizes apps to protect data-at-rest without touching personal data. Once integrated, these applications become part of the secure container on the device managed by the MobileIron Client.



- **MobileIron Tunnel:** Enables managed applications to access protected corporate data and content behind a firewall through a secure app VPN connection without requiring a device-wide traditional VPN solution.



- **MobileIron Dataview:** Offers mobile data usage monitoring capabilities, enabling IT departments to set data limits and then notify end users, via real time alerts, so that they do not exceed their data plan limits, especially during roaming.

