How to Choose an EMM Solution That's Right for You

ENTERPRISE MOBILITY MANAGEMENT: A CLOSER LOOK

As the volume and variety of mobile devices surge, so do expectations among end users and line of business leaders to put these devices to work as tools for productivity and a competitive advantage for the enterprise.

The emerging challenge for IT administrators is to manage mobility in the enterprise, to make sure corporate data is secure, to ensure that the existing infrastructure is compatible for today's mobile environment, and to provide a management solution that is adaptable to changing business needs.

With an enterprise mobility management (EMM) platform, organizations can integrate their mobile devices—whether personal or corporate-owned—into a management framework that includes security, identity, application, and content management.

Embracing the Potential of Enterprise Mobility

Mobility packs the power to lift an enterprise to a competitive advantage. Not only can it make your employees more productive, enterprise mobility can help you take innovative measures to engage your customers.

But what are the attributes that make enterprise mobility such a positive force?

Effective enterprise mobility provides a seamless experience for enterprise users across multiple devices—delivering a secure workspace for your business-critical applications, making it safe for bring your own device (BYOD) environments, and providing a platform that can scale to serve your increasingly mobile workforce and customer base.

Capitalizing on this potential starts with gaining control over the spread of devices, and choosing an enterprise mobility management (EMM) platform that makes it possible. The right EMM solution provides the unified security and management capabilities necessary to transform your business processes, drive new revenue streams, and connect with customers in previously unimagined ways.

Your Guide for Evaluating EMM Solutions

Enterprise mobility is an area growing in importance for businesses. Once a secondary concern for IT administrators, it's become a core responsibility. Accordingly, the field of vendors attempting to serve this market is expanding. Your corresponding challenge is to identify the EMM solution that matches your unique technology requirements, enables comprehensive management of your devices, and allows you to respond to whatever challenges the future may pose.

Consider these six key questions before you choose an EMM platform:

1. DOES IT ADDRESS YOUR USE CASES?

Address what your organization requires. For instance, do you need to support BYOD as well as company-owned phones? Do your employees travel abroad for business? Are your LOBs asking for mobile apps? Are you also supporting contractors, temps, and business partners?

2. DOES IT SUPPORT COMMON PLATFORMS?

Your users are keen for what's new. If you try to limit them to one platform, you could be inviting conflict with the early adopters in your universe. Identify an EMM that's built to serve diverse operating systems.

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- In a survey of business mobile strategy leaders, 81 percent* stated that mobile capabilities are fundamentally changing the way their organizations do business.

- Ninety percent* of those mobile strategy leaders surveyed are looking to sustain or increase their investments in mobile technologies over the next 12 to 18 months.

- Eighty-four percent** of CIOs rated mobile solutions as a critical investment to get closer to customers.

- Ninety-four percent** of CMOs ranked mobile applications as crucial to their digital marketing plans.

* "The "upwardly mobile" enterprise," IBM Global Business Services, 2013.

** "The Individual Enterprise," IBM Institute for Business Value, July 2014.

3. DOES IT CONTROL ACCESS TO CORPORATE RESOURCES?

With responsibility for an ever-growing volume of endpoints—including smartphones, tablets, laptops, rugged PCs, printers, and peripherals—IT departments need to make certain that users are tapping into corporate resources, including approved productivity applications. It's essential for enterprise security, and keeps users aligned when running applications and accessing data.

4. DOES IT INCLUDE ENTERPRISE-GRADE SECURITY CONTROLS?

With more users accessing sensitive data and an increasing number of endpoints, your business is increasingly at risk of a security breach. Finding an EMM with rigid security settings can ensure containerization and help prevent data loss.

5. DOES IT SUPPORT BUSINESS-CRITICAL APPS AND SOLUTIONS?

Mobility is essential to the distributed workforce, and that means supporting the business-critical applications that drive operations and help mobile employees stay productive.

6. WHAT ABOUT THE USER EXPERIENCE?

Living up to the expectations of BYOD users means understanding their devices before you deploy an EMM platform, and keeping the experience consumer-simple. Survey your users about their needs, and make sure features such as self-provisioning and mobile application delivery are transparent and scalable.

EMM Solutions Are Not Created Equal

The AirWatch® by VMware EMM solution is well established on the front lines of the transition to enterprise mobility, helping organizations develop modern strategies that address all aspects of a mobile deployment: at the device, application and content levels. With its comprehensive enterprise mobility management platform, AirWatch provides end users with a seamless, consumer-simple experience so they can be more effective on the go, and provides IT with enterprise security within a single-management console.

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With the arrival of Windows 10, it pays to have an enterprise mobility management platform that's equipped to accommodate new operating systems. With its capacity for unified endpoint management, AirWatch is built for extensibility to easily support any endpoint across a range of operating systems—Android, Apple iOS, BlackBerry, Chrome, Mac, and Windows—and across corporate-owned, BYO, and line-of-business use cases.

Additionally, just because you can't predict the future, doesn't mean you can't be prepared for change. The AirWatch mobility platform is designed for adaptability, supporting business initiatives with future-proof characteristics:

- A single platform for enterprise mobility management, featuring a centralized console to manage mobile devices, email, applications, content, browsing, and more

- A flexible approach to manage the device and/or a secure workspace on the device to address multiple use cases across the extended enterprise

- Same-day support for all major operating system and OEM releases, enabling organizations to take advantage of the latest technology advancements

- Extended management for laptops, rugged PCs, and peripheral devices alongside mobile devices

- Common development platform with unified codebase that enables seamless product integration and unified user experience across mobile tools

- Best-in-class architecture that is scalable and secure, including unparalleled multi-tenancy and role-based access control for delegated management

- Tight integration to enterprise systems, streamlined one-time, back-end setup and a growing ecosystem of partner solutions to maximize your investments

- Automated compliance engine with pre-defined rules and actions, real-time mobile analytics with interactive dashboards, and integrated reporting portal
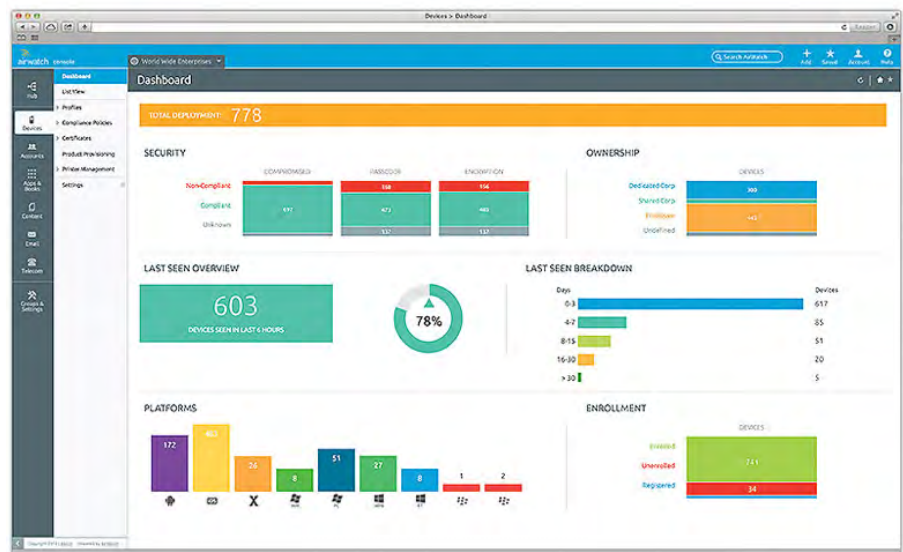

Figure 1. Maintain visibility and management capabilities from a single, web-based admin console to track and manage all devices enrolled in your mobile environment.

CASE STUDY

B. Braun goes BYOD

B. Braun Melsungen AG, a German medical products company, wanted to provide employees with anytime, anywhere access to company email and corporate resources. And with more than 50,000 staff distributed across 60 countries, realized that enterprise mobility management (EMM) presented an opportunity to enhance communication through the use of mobile devices. Employing AirWatch as its EMM solution, B. Braun has since deployed more than 7,500 iOS devices, specifically iPhones and iPads, to employees around the world. About 2,000 of these devices are employee-owned.

"AirWatch enables us to easily address privacy concerns with BYOD in our organization. Our employees are now able to use personal devices to access corporate email, data, and more from anywhere in the world."

– Martin Runkel
Head of Architecture and Development,
B. Braun Melsungen AG

Land on the Right Side of Mobility

Mobility can usher in new era of business opportunities, provided you recognize the growing need for comprehensive device management. Start by selecting an EMM solution that's equipped to serve end users with a seamless digital workspace and empower your enterprise IT with a future-roof platform. The right EMM delivers on user expectations for single-identity access to corporate resources and productivity applications. With AirWatch solutions, you can flexibly deliver any application to any device, anywhere, with security and management that's simple and unified. It's the EMM platform to help you realize the potential of enterprise mobility.

AirWatch: Ahead of the Market

Business mobility offers tremendous opportunities for business growth, but with it comes the requirement for moving business-critical applications and operations to mobile environments. The right enterprise mobility management solution can help you secure that critical intellectual property and data, allowing you to transform your business processes and operations with mobility. With AirWatch solutions, you can flexibly deliver any application to any device, anywhere, with security and management that's simple and unified. It's the mobility management platform to help you realize what's possible from a brave new model of IT.

If you are interested in learning more about the potential of AirWatch® Enterprise Mobility Management™ solutions, please visit vmware.com.

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