Total Enterprise Mobility

Presented by Wlodek Dymaczewski, IBM

Wlodek Dymaczewski |dymaczewski@pl.ibm.com | www.maas360.com

Top Enterprise Mobility Initiatives

Embrace Bring Your Own Device (BYOD)

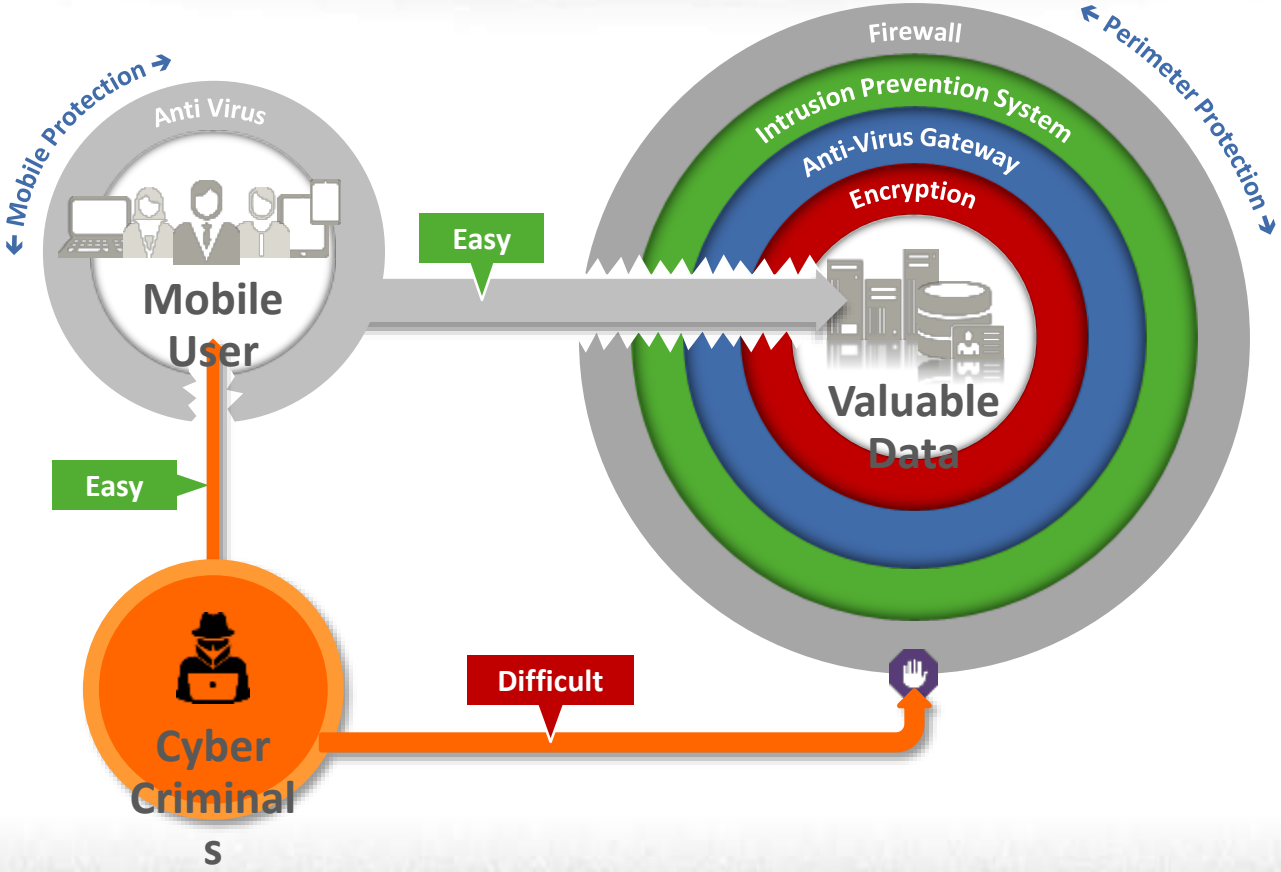
Migrate from BlackBerry to multi-OS

Deploy public and enterprise apps

Provide access to work content

Protect sensitive corporate data

Why Mobile Security Is So Important

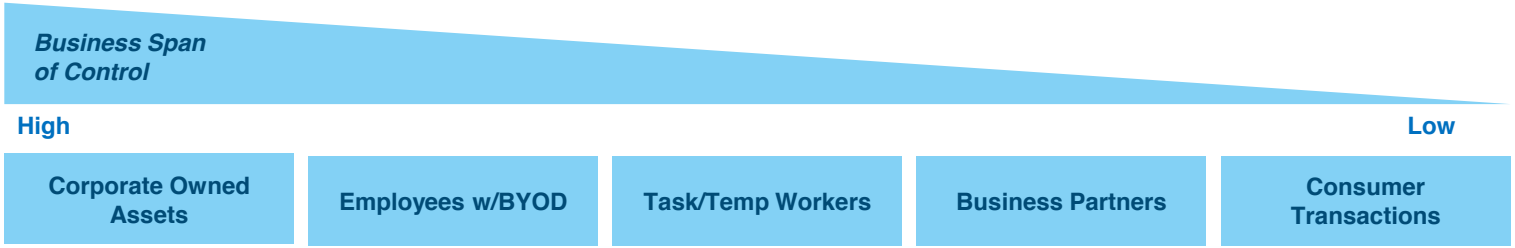


IBM Multi-layer Mobile Security Strategy

Device Security	Content Security	Application Security	Transaction Security
• Enroll, provision and configure devices, settings and mobile policy • Fingerprint devices with a unique and persistent mobile device ID • Remotely Locate, Lock and Wipe lost or stolen devices • Enforce device security compliance: passcode, encryption, jailbreak / root detection	• Restrict copy, paste and share • Integration with Connections, SharePoint, Box, Google Drive, Windows File Share • Secure access to corporate mail, calendar and contacts • Secure access to corporate intranet sites and network	**Software Development Lifecycle** •Integrated Development Environment •iOS / Android Static Scanning **Application Protection** •App Wrapping or SDK *Container* •Hardening & Tamper Resistance *IBM Business Partner (Arxan)* •Run-time Risk Detection *Malware, Jailbreak / Root, Device ID, and Location* •Whitelist / Blacklist Applications	**Access** •Mobile Access Management •Identity Federation •API Connectivity **Transactions** •Mobile Fraud Risk Detection •Cross-channel Fraud Detection •Browser Security / URL Filtering •IP Velocity
Security Intelligence			
Advanced threat detection with greater visibility			

IBM Mobile Management and Security Solution

Requirements for Mobile Management and Security:



Solution Approaches:

- Mobile Device Management
- Containers – App Wrapping and SDKs
- Secure Transactions

IBM / Fiberlink Offerings:

MaaS360 by Fiberlink

IBM Security Access Manager for Mobile

Trusteer an IBM Company

Worklight

MaaS360 Delivers an Integrated Approach

Secure Mobile Containers

Secure Content Collaboration

Seamless Enterprise Access

Comprehensive Mobile Management

One Platform for All Your Mobile Assets

MaaS360 Secure Productivity Suite

Secure Mail

- Contain email text & attachments to prevent data leakage
- Enforce authentication, copy/paste & forwarding restrictions
- FIPS 140-2 compliant, AES-256 bit encryption for data at rest

Secure Browser

- Enable secure access to intranet sites & web apps w/o VPN
- Define URL filters based on categories & whitelisted sites
- Restrict cookies, downloads, copy/paste & print features

Application Security

- Contain enterprise apps with a simple app wrapper or SDK
- Enforce authentication & copy/paste restrictions
- Prevent access from compromised devices

Secure Mail

An intuitive office productivity app with email, calendar, and contacts

- Contains emails and attachments to prevent data leakage
- FIPS 140-2 compliant, AES-256 bit encryption for data at rest
- Restrict forwarding, moving, and screen captures
- Conduct on-line and off-line compliance checks prior accessing email
- Enforce authentication, cut and paste restrictions, and view-only mode

Secure Browser

A fully-functional web browser for iOS and Android devices to enforce compliance

- Define URL filters and security policies based on categories
- Block known malicious websites
- Enforce whitelists exceptions to specific websites
- Allow access to corporate intranet sites
- Restrict cookies, downloads, copy, paste, and print features to prevent data leaks
- Disable native and 3rd party web browsers
- Customizable event alerting and reporting

App Security

A mobile application container with full operational and security management to protect against data leaks

- Enable user authentication
- Prevent access from compromised devices
- Alert administrators of violations
- Take automated actions
- Restrict cut/copy/paste
- Limit data backup to iTunes

MaaS360 Application Security can secure apps

- Application security features:
  - Single Sign On (SSO) using container authentication
  - DLP controls
    - Cut/ Copy/ Paste restrictions
    - “Open-in” to Whitelisted container apps only (Ex: Open docs from MaaS container in whitelisted app for printing)
  - In-app VPN through Mobile Enterprise Gateway
  - Block usage of app on non-compliance
  - Data encryption (through SDK)

MaaS360 Application Security delivery methods

- App Security (MAAS360APPSEC) can be delivered in two ways:
  - App Wrapping – Requires no code change and is for apps the customer owns i.e. Enterprise apps
  - Software Development Kit (SDK) – Involves code changes to the app, but offers more granular controls. Needs to be implemented by owner of app

	App Wrapping	WorkPlace SDK
Public App		
Enterprise app		

App wrapping process for Enterprise apps

Application wrapping secures enterprise apps with a layer of corporate policies, with zero code change by developer

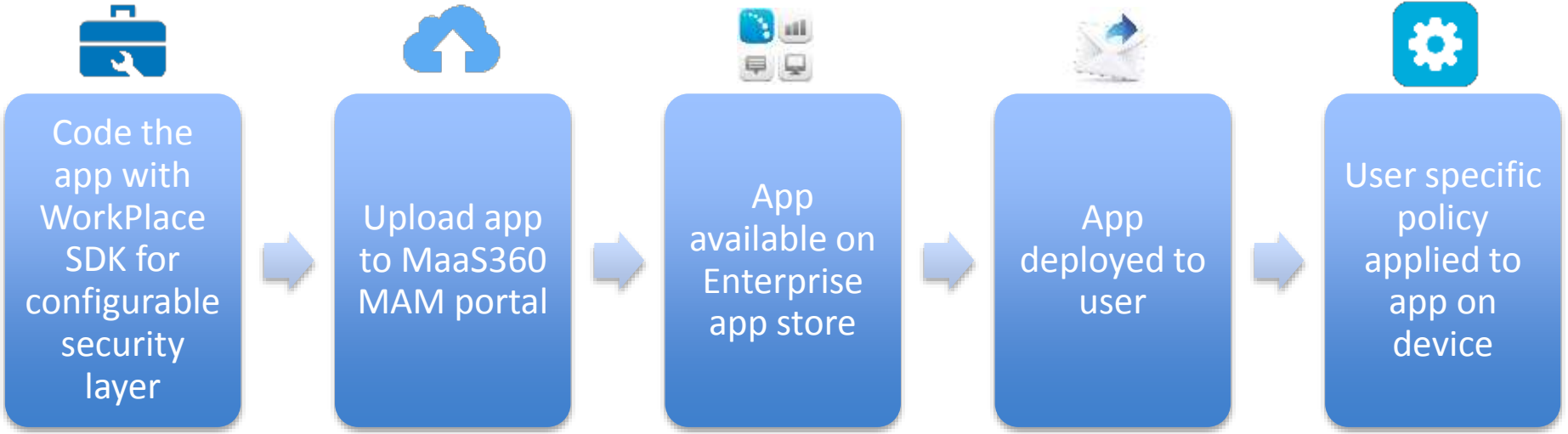
*In-app VPN requires Mobile Enterprise Gateway to be installed

App Wrapping workflow for Enterprise apps (Ex: Acme conference)

- Upload Acme conference app through “Add Enterprise app for iOS” workflow
- Check the “Enforce WorkPlace settings” box
- Upload the Mobile Provisioning and Code signing certificates
- Distribute app to end users
- To configure app for a particular user
  - Select the Persona policy (Security -> Policies) that is applied to the user and modify the WorkPlace Security settings for restricting cut/ copy/ paste or in-app VPN

SDK for Enterprise apps

Application wrapping secures enterprise apps with a layer of corporate policies, with zero code change by developer



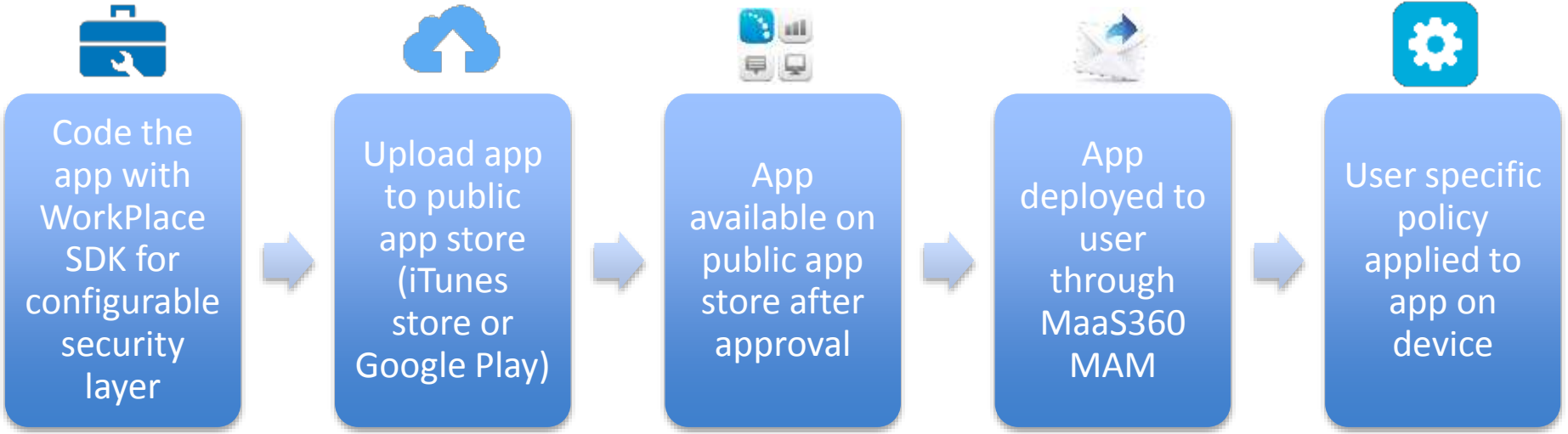
*In-app VPN requires Mobile Enterprise Gateway to be installed

SDK workflow for Enterprise apps (Ex: Acme conference)

- Download the WorkPlace SDK
- Include the SDK in the development project of the app (say, Acme conferencer) as per SDK documentation (XCode or Eclipse, for example)
- Upload the finished Acme app into the MaaS360 portal through the “Add Enterprise app” workflow
- Check the “Enforce WorkPlace settings” box
- Upload the Mobile Provisioning and Code signing certificates
- Distribute app to end users
- To configure app for a particular user
  - Select the Persona policy (Security -> Policies) that is applied to the user and modify the WorkPlace Security settings for restricting cut/ copy/ paste or in-app VPN

SDK for Public apps

Application wrapping secures enterprise apps with a layer of corporate policies, with zero code change by developer

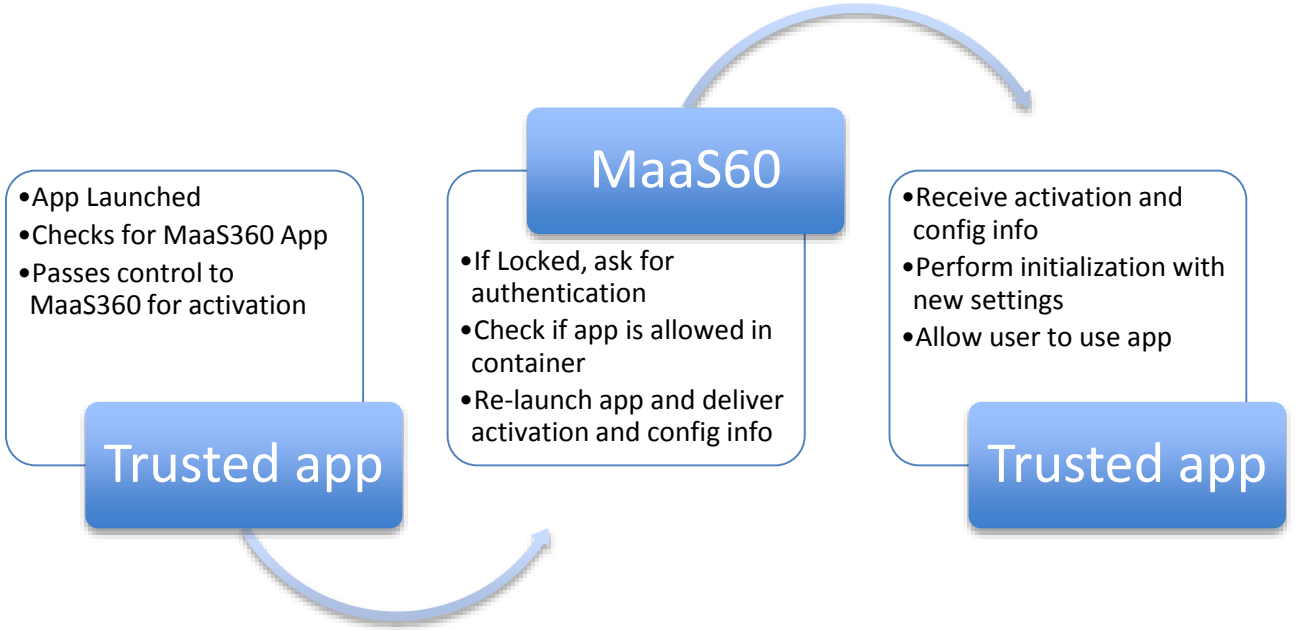


*In-app VPN requires Mobile Enterprise Gateway to be installed

SDK workflow for Public apps (Ex: Salesforce)

- Salesforce mobile developer downloads the WorkPlace SDK
- Includes the SDK in the development project of the Salesforce app as per SDK documentation (XCode or Eclipse, for example)
- Developer submits the finished Salesforce app to the public app store for approval
- Customer admin can then add the app to the app catalog through the “Add iTunes Store app” workflow
- Admin distributes app to end users. The SDK automatically initiates on a device enrolled on MaaS360
- To configure the Salesforce app for a particular user
  - Select the Persona policy (Security -> Policies) that is applied to the user and modify the WorkPlace Security settings for restricting cut/ copy/ paste or in-app VPN

Container Logic Flow Example



Process is repeated for SSO if container is Locked

MaaS360 Secure Document Sharing

Mobile Content Management

- Contain documents & files to prevent data leakage
- Enforce authentication, copy/paste & view-only restrictions
- Access MaaS360 distributed content & repositories such as SharePoint, Box & Google Drive

Secure Editor

- Create, edit & save content in a secure, encrypted container
- Collaborate on Word, Excel, PowerPoint & text files
- Change fonts & insert images, tables, shapes, links & more

Secure Document Sync

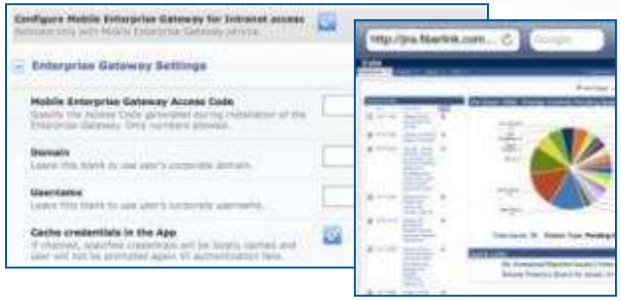
- Synchronize user content across managed devices
- Restrict copy/paste & opening in unmanaged apps
- Store content securely, both in the cloud & on devices

Secure Document Sharing

An extension of the MaaS360 Doc Catalog into a fully secure document container with expanded user support

- Integrated with Secure Mail for easy attachment viewing and security
- Allow users to edit and share attachments
- Securely distribute documents directly to the container
- Enforce user authentication
- Add, sync, and remove documents
- Protect sensitive documents with DLP controls

MaaS360 Mobile Enterprise Gateway

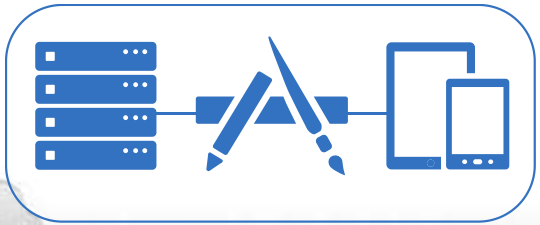


Mobile Enterprise Gateway for Browser

- Enable MaaS360 Secure Browser to access enterprise intranet sites, web apps & network resources
- Access seamlessly & securely without needing a VPN session on mobile device

Mobile Enterprise Gateway for Docs

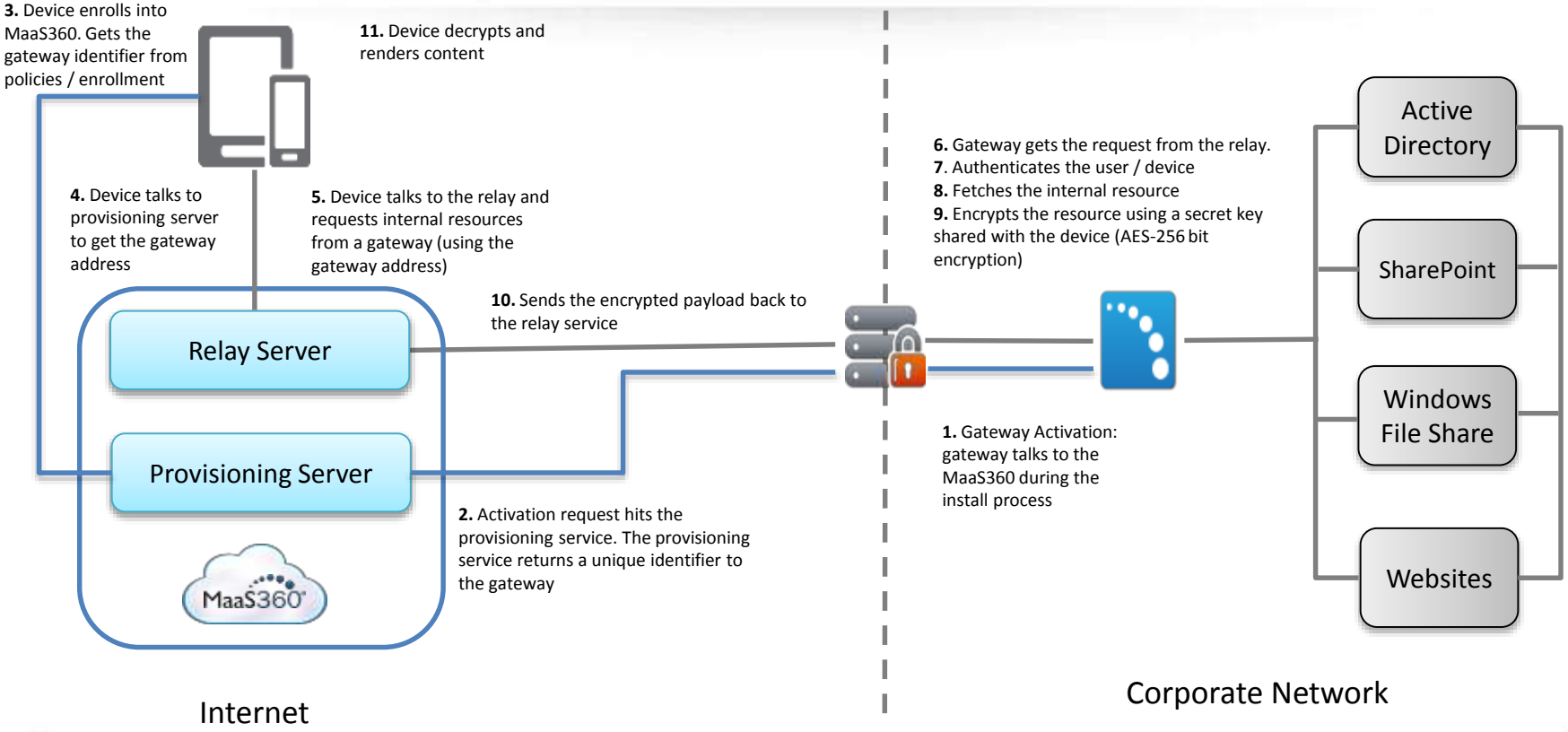
- Enhance MaaS360 Mobile Content Management with secure access to internal files, e.g. SharePoint & Windows File Share
- Retrieve enterprise documents without a device VPN session



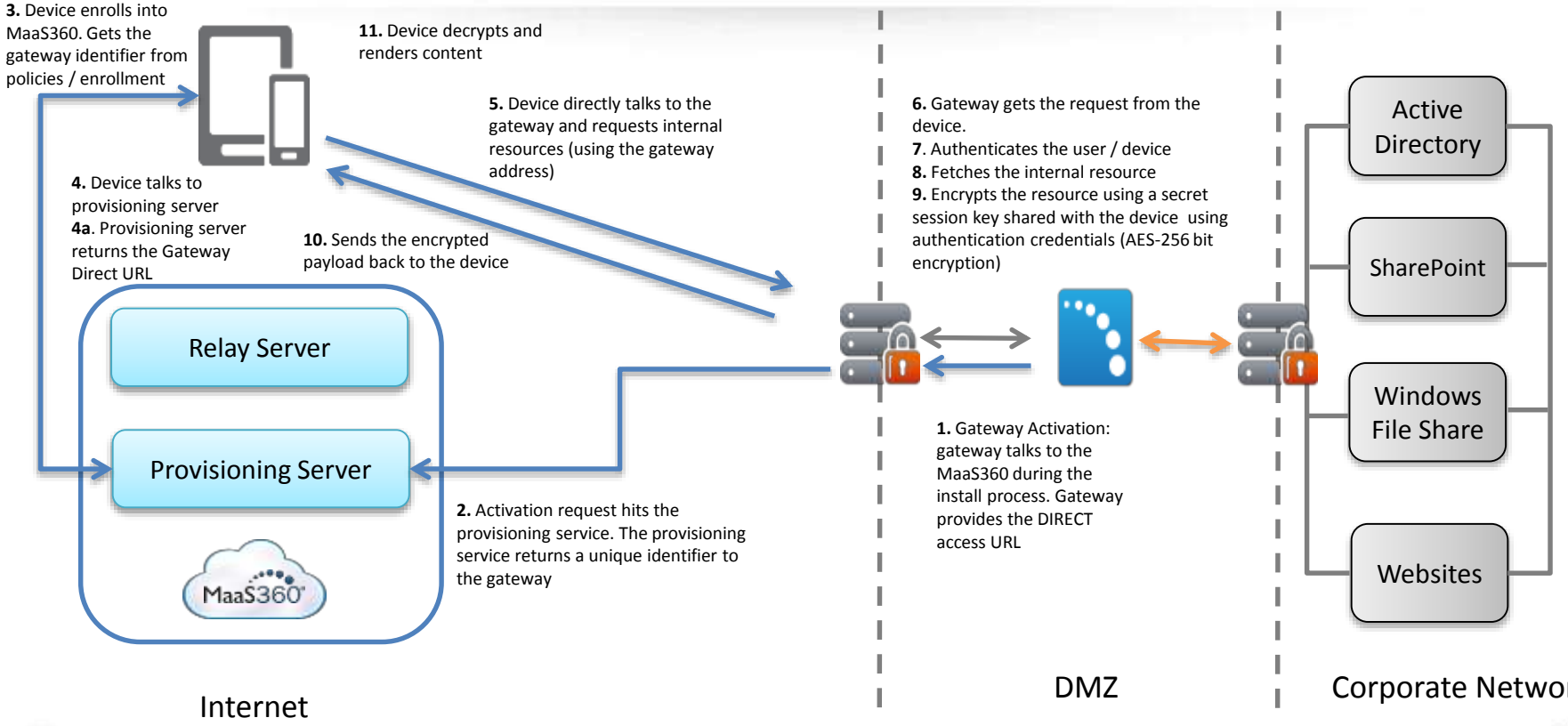
Mobile Enterprise Gateway for Apps

- Add in-app VPN to MaaS360 Application Security to integrate behind-the-firewall data in enterprise apps
- Incorporate enterprise data without a device VPN session

Architecture – Using Relay service



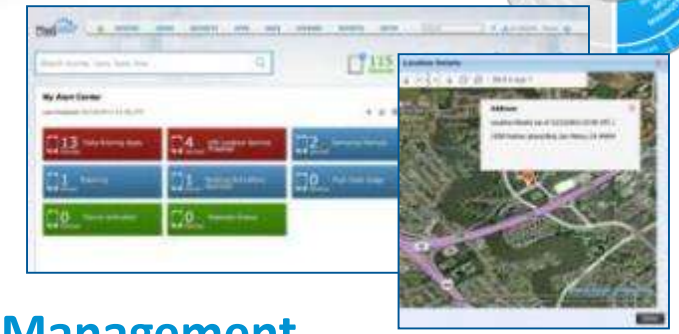
Architecture – DMZ Gateway + Direct Access



MaaS360 Advanced Mobile Management

Mobile Device Management

- Manage smartphones, tablets & laptops featuring iOS, Android, Windows Phone, BlackBerry, Windows PC & OS X
- Gain complete visibility of devices, security & network
- Enforce compliance with real-time & automated actions



Mobile Application Management

- Deploy custom enterprise app catalogs
- Blacklist, whitelist & require apps
- Administer app volume purchase programs

Mobile Expense Management

- Monitor mobile data usage with real-time alerts
- Set policies to restrict or limit data & voice roaming
- Review integrated reporting and analytics

MaaS360: Most common 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)

Customer Use Cases

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

Dual Persona to Separate Work and Personal

- Secure Mail
- Application Security
- Secure Browser
- Secure Document Sharing

WorkPlace Container for Mobile Collaboration

MaaS360 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 meting 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

	MaaS360	Pfizer		TELUS	CAESARS ENTERTAINMENT
MDM Suite	→	✓	✓	✓	✓
SPS Suite	→		✓	✓	✓
Mobile Gateway	→			✓	✓
Secure Content	→				✓

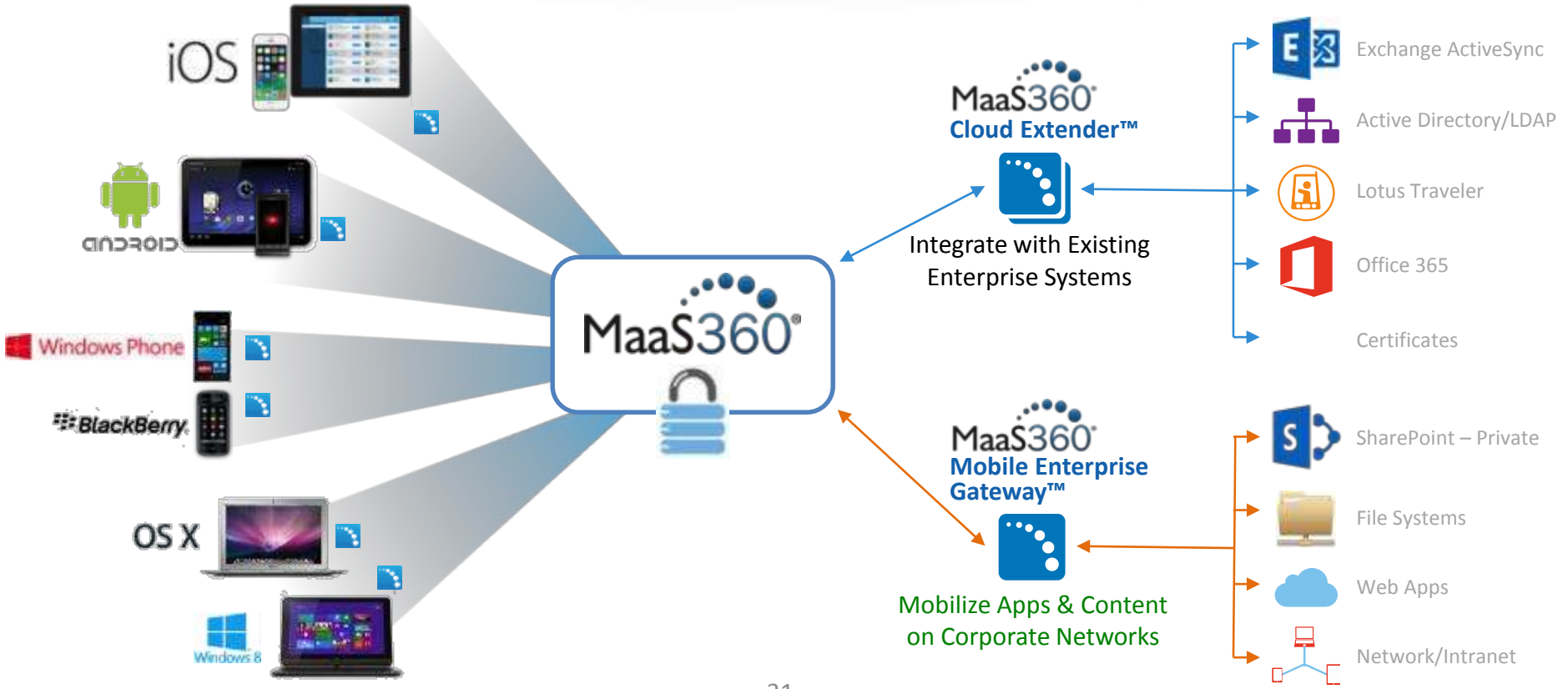
Pfizer *is using MaaS360 to manage and secure over 300 in-house mobile applications for over 50,000 corporate and BYOD users*

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*** *technicans 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*

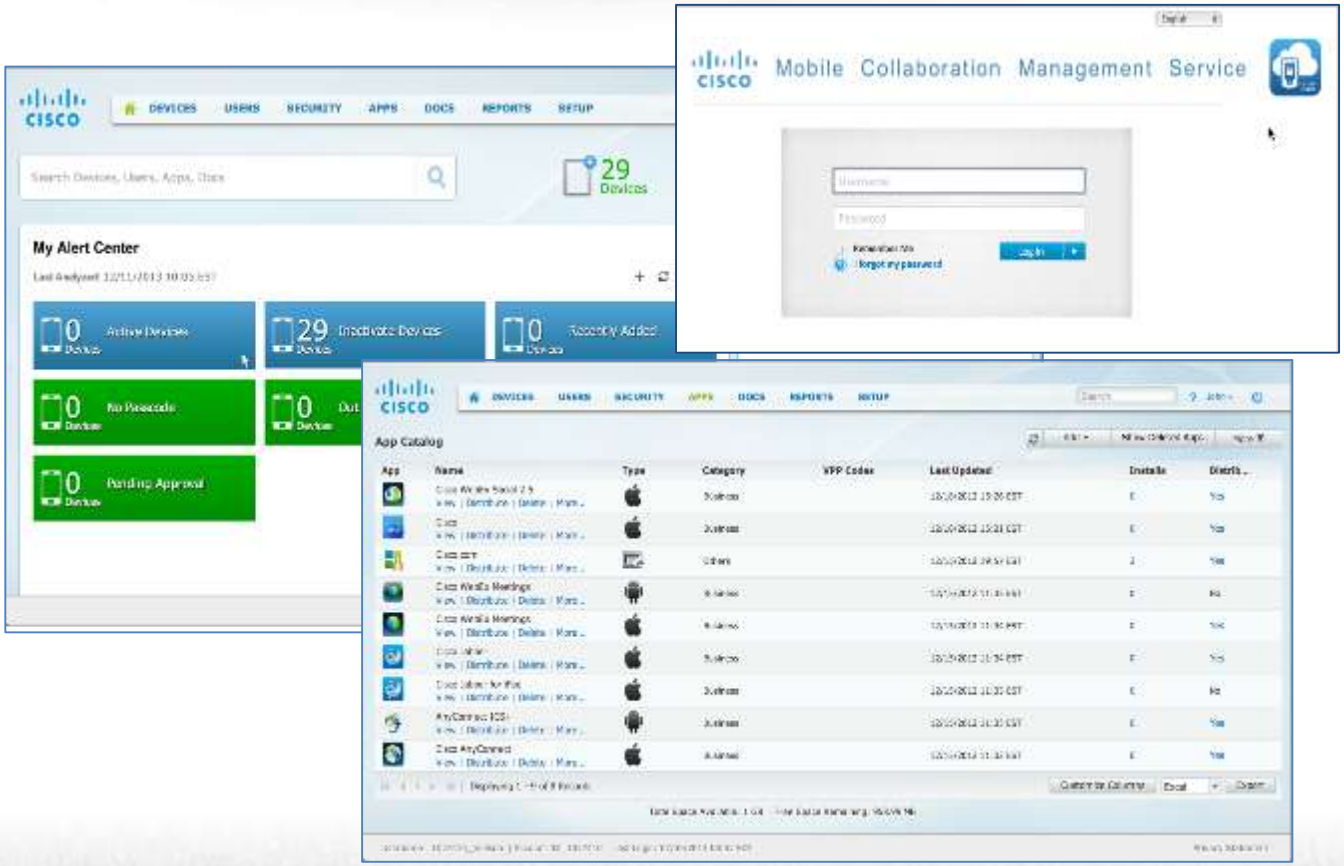
Seamless Enterprise Integration



Potential white-label capability with MaaS360

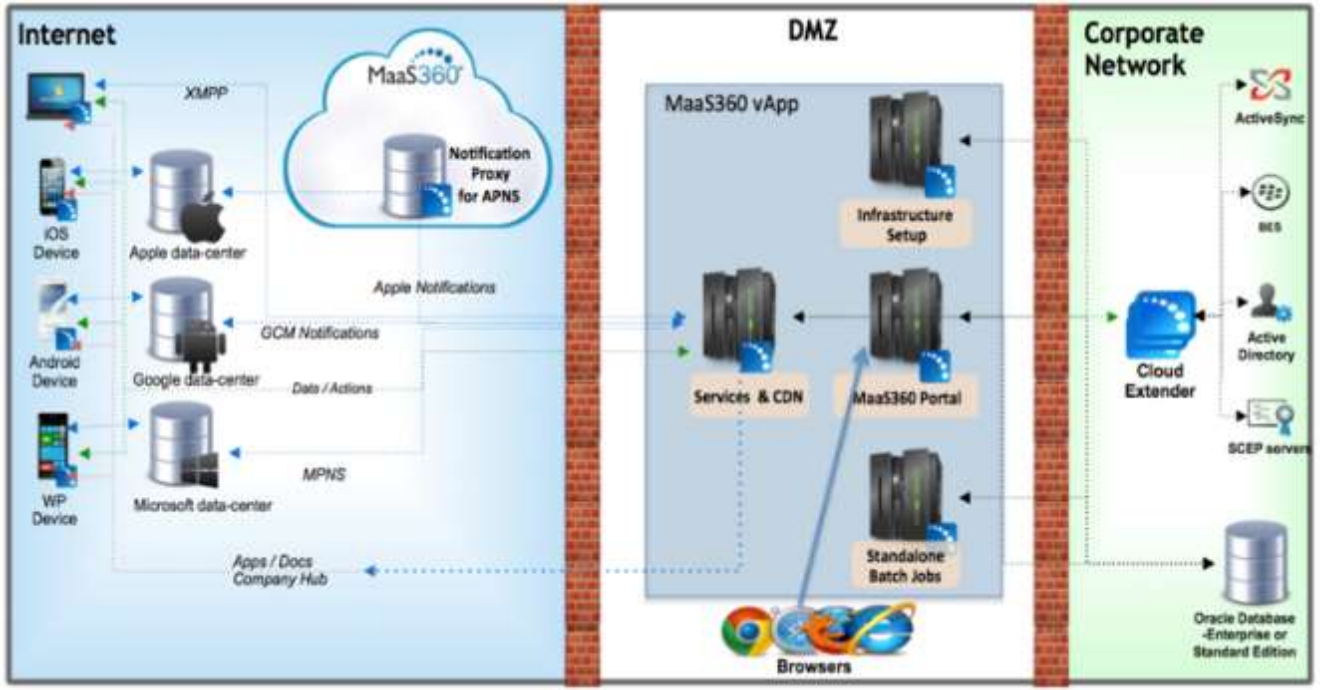
- Vodafone Secure Remote Access – link
- O2/Telefonica Managed Mobility - link
- Cisco Mobile Collaboration Management Service
  - Link for more information
  - YouTube video
- Spiceworks – link

Example: Cisco MCMS Admin Portal



Example: Cisco MCMS Apps

MaaS360 On-Premise Solution

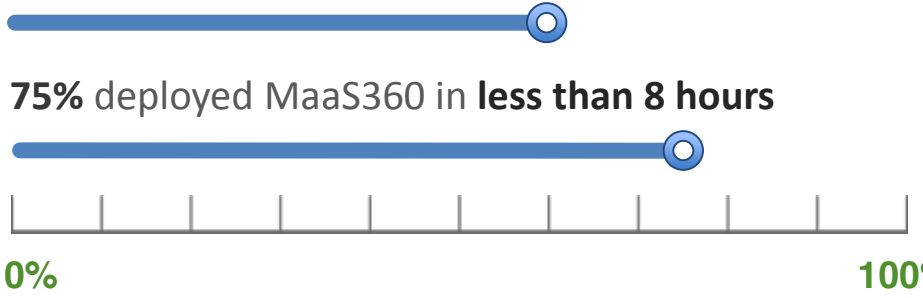


The MaaS360 Customer Experience

Fastest Time to Trust

60% deployed MaaS360 in **less than 4 hours**

75% deployed MaaS360 in **less than 8 hours**



Included sales and customer support at no additional charge

Customer support available 24 x 7 by phone, chat or email

MaaSters Center

Community, forums, blogs, on-demand webinars

"Reference customers consistently praise MaaS360 for ease of use at the end-user and administrator levels."

– Gartner

MaaS360 on the market

MaaS360® by Fiberlink, an IBM company

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

Gartner

FORRESTER®

INFO-TECH research group

//CODiE// 2013 SIIA CODiE WINNER

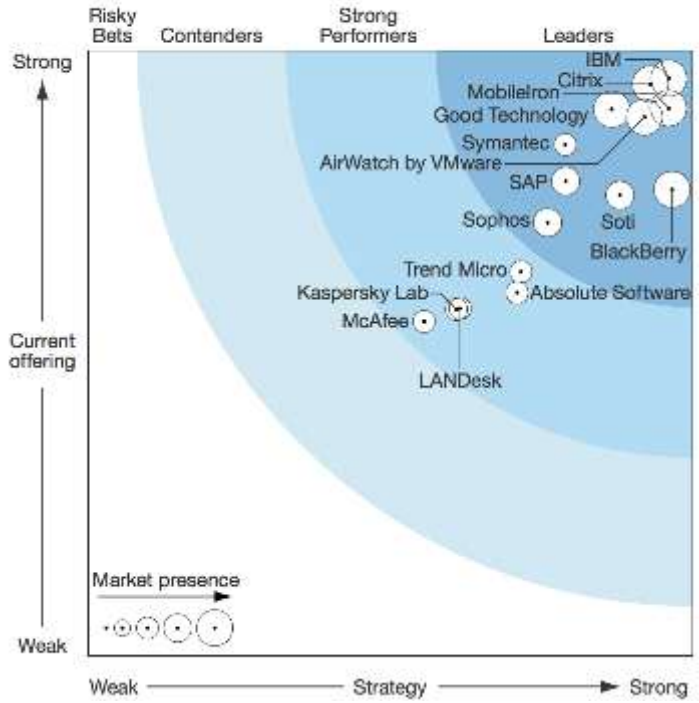
IDC Analyze the Future

NETWORKWORLD CLEAR CHOICE TEST

IBM recognized a leader in the 2014 Forrester Wave

- ✓ Ranked highest in current offering (product)
- ✓ Received more top scores (20/27) than any other vendor
  - Architecture & Scale
  - Containerization
  - App Security
- ✓ Achieved strong market strategy score

Figure 2 Forrester Wave™: Enterprise Mobile Management, Q3 '14



Diverse Enterprise Customer Base

Case Study:
IBM migrates to MaaS360

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

70,000+ users migrated in one month

16,000+ users registered within 24 hours

48,000+ users registered in 15 days

200 Users enrolling **per minute** at peak

< 500 help desk calls – less than ½ of 1%

Why Customers Love MaaS360

Proven
approach to mobile management

Powerful
features to address the full mobility lifecycle

Secure
containers to separate work from play

Seamless
integration with all of your existing infrastructure

Simple
and fast with an exceptional experience

Get Started Now

1 ***Instant***

Access a free, fully functional trial for 30 days

2 ***Easy***

Set up and configure your service in minutes

3 ***Mobile***

Manage and secure your devices, emails, apps and docs

maas360.com

Questions ?

Thank you !

dymaczewski@pl.ibm.com