

# Mobile Device Management

## Get Control of Mobile Devices and Applications

Gartner predicts that up to 90% of companies will support workplace applications on mobile devices by 2014. 79% of companies are at risk of security breaches from mobile devices. Up to 90% are at risk of repair, maintenance and troubleshooting problems.

Mobile devices have become one of the most widely used and valuable business tools for many companies and employees. Whether these devices are company owned or the property of workers, they are now inextricably integrated with enterprise business processes. In many businesses, smartphones, tablets and other mobile devices are connecting with corporate systems, reaching deeply into secure data and proprietary information. While this empowers staff to work more efficiently and get more done, wherever they are, it also puts companies at risk of an array of mobile device-related threats. These can range from costly inefficient deployment and utilization to devastating security breaches from hackers, malware and other nefarious activities.

In addition to security, managing these numerous devices (often several per employee) and the many mobile applications residing on each one is a major challenge for a lot of businesses. The solution for

many is mobile device management and mobile application management. They provide cost-saving control throughout the device lifecycle and puts security measures in place that can dramatically reduce risk and add efficiency.

### WHAT ARE MDM & MAM?

As mobile devices and applications have become more mission critical in businesses, the challenges of managing these tools have also become a major concern. As is frequently true in the hi-tech arena, users of mobile devices are ahead of the curve, finding new, creative, valuable ways to utilize smartphones, tablets and other such devices and applications. As a result, businesses need to catch up to ensure that mobile devices are effectively managed and secure. Mobile Device Management (MDM) and Mobile Application Management (MAM) provide an effective approach. The optimal solution is an integrated MDM and MAM system.

### Mobile Device Management

MDM is a management system designed to ensure that mobile devices are secure, supported, properly maintained and monitored. It can be implemented through an automated software-based solution or as a managed service, delivered by a professional MDM provider. The optimal system manages devices through their entire lifecycle, from provisioning, setup and activation through



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maintenance, updates and eventually recycling when their useful life has ended. This is referred to as telecom lifecycle management.

### Mobile Application Management

Mobile application management is the delivery and management of enterprise software for both business-owned and personal smartphones, tablets and other mobile devices. It includes software selection, provisioning, delivery, licensing, configuration, security, maintenance, tracking and policy enforcement. MAMs can compare the device type, ownership, user and group to IT policies to determine which applications should be provisioned when a new device is activated. In addition, IT staff has the ability to remotely wipe business mobile apps and data from a user's device and lock out access to business applications and data to prevent breaches when the device is lost, stolen or otherwise compromised. MAMs can also be delivered through automated software or as a managed service.

### BENEFITS OF MDM & MAM

The benefits of an effective mobile device and application management system are extensive. It starts with the functionality of the system:

- Deployment – makes sure that each mobile device is properly set up and configured for the user's function and authorizations
- Security – ensures user authorization and compliance for access to corporate data, protects data through passwords and encryption, has lock out features to prevent unauthorized use, includes a remote wipe feature to protect data and networks if a device is stolen, lost or otherwise compromised as well as other security features
- Monitoring – tracks device ownership and usage, including downloads, voice, SMS and data usage; creates alerts for risky user activities as specified by the business; monitors the health of devices and systems
- Management – automates device and application updates and inventory management
- Support – remote device diagnostics, user assistance via SMS, troubleshooting and other functions
- Reporting – IT and management staff can obtain a variety of customized usage, activity and device reports

Implementation of an MDM/MAM system can provide:

- Significantly greater security
- Loss prevention from compromised data and unauthorized network access
- Improved compliance with industry, agency and other requirements
- Increased efficiency by providing IT and other staff with an effective tool



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- Cost savings from improved efficiency and device optimization
- Inventory control for efficiency and cost savings
- Improved management decision making
- Enhanced policy monitoring and enforcement

### DELIVERY OPTIONS

MDM and MAM solutions come in a variety of forms and levels. Among the most basic are free services like Samsung SAFE. At the other end of the spectrum are comprehensive solutions that provide all of the functions outlined above, typically for a per device fee.

**On-Premise** – this approach can be deployed, managed and maintained at the business’s facility through installation of an appliance that has all the features and capabilities necessary to be a turnkey system.

**Managed** – MDM/MAM solutions can also be Software as a Service (SaaS), hosted in the cloud by a specialized provider, with a secure data center. The managed approach offers the many advantages of a hosted service, from security and efficiency to economy and always-current hardware and software.

### IMPLEMENTING MDM/MAM

To effectively implement mobile device management and mobile application management,

it is important to plan well. The basic steps are:

- Evaluate the Business’s MDM/MAM Needs
- Identify the MDM/MAM Objectives
- Determine the Level of the Desired Solution
- Decide if MDM/MAM Should be On-Premise or Managed
- Explore MDM/MAM Providers
- Select a Provider and Service Plan
- Create a Transition Plan
- Communicate with Affected Staff
- Implement

### SUMMARY

There is no question that mobile devices will continue to increase in importance as business tools. With this increased dependence will come greater security and management concerns and challenges. Security concerns will be the leading issue. Regardless of whether devices are company or employee owned, it will be – and already is – essential to get control. Mobile device management and mobile application management provide an excellent solution for many businesses. Get moving and get ahead of the curve with a MDM/MAM solution.

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