



Highlights

- Address business and technology issues of security, complexity and bring your own device (BYOD) in mobile environments
 - Manage enterprise and personal data separately with capabilities such as selective wipe
 - Leverage a single infrastructure to manage all enterprise devices—smartphones, tablets, desktops, laptops and servers
 - Support devices on the Apple iOS, Google Android, Nokia Symbian, Microsoft Windows Mobile and Microsoft Windows Phone platforms
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IBM Endpoint Manager for Mobile Devices

A unified platform for managing mobile devices together with your traditional endpoints

Mobile devices are increasingly integral to business operations today—making it more important than ever to integrate their management into your enterprise management structure. Managing mobile devices alongside your servers, desktops, laptops and other endpoints not only can improve data protection and device operations, it can simplify IT processes over point solutions that require their own infrastructure.

With IBM Endpoint Manager for Mobile Devices, built on BigFix® technology, you can address the issues of security, complexity and BYOD policies that challenge support for an increasingly mobile workforce. Endpoint Manager for Mobile Devices gives you a unified platform that spans Apple iOS, Google Android, Nokia Symbian, Microsoft Windows Mobile and Microsoft Windows Phone. Scaling to manage up to 250,000 endpoints from a single management server, it operates on a lightweight infrastructure with minimal demands on your bandwidth, making it an ideal solution for even the largest mobile environments on today's instrumented, interconnected and intelligent smarter planet.

Ensuring data security and compliance

The flexibility and connectivity that mobility brings can make an organization more agile and responsive. But it also can make an organization vulnerable. Devices that are small and constantly on-the-go face loss, theft or damage, while devices that operate via remote connectivity risk infection, corruption or hacking.



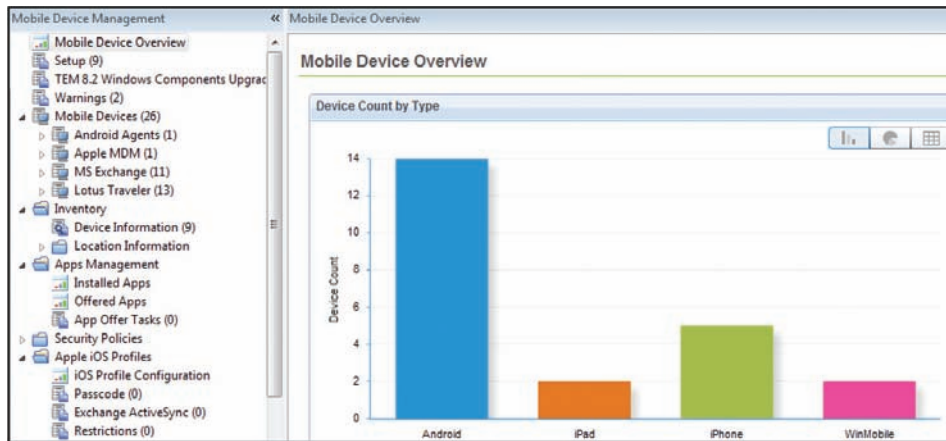
To protect mobile devices as they access more and more sensitive systems—and to protect the organization from unauthorized or corrupted devices—Endpoint Manager for Mobile Devices enables IT to:

- Detect security threats such as rooted or jail-broken devices and automatically take countermeasures
- Selectively wipe only corporate data such as calendar, email, contacts and enterprise-managed applications when a device is lost or stolen
- Configure and enforce password policies, encryption, virtual private network (VPN) access and camera use
- Automatically identify non-compliant devices
- Control non-compliance by disabling access to enterprise resources such as email and applications, or by issuing user notifications until corrective actions are implemented

Providing enterprise-wide visibility

Any organization—but especially one with BYOD policies—needs the ability to discover and understand which mobile devices employees and others connected to the network are using. With the device inventory capabilities of Endpoint Manager for Mobile Devices, you can discover:

- Device details, including model, version and serial number
- Hardware information, including firmware, memory, battery and screen type
- Type and version of operating system
- Installed applications names and versions—including classification of blacklisted or unapproved applications
- Device location, with identification on a map
- Network details, including IP address and carrier
- Email user identity
- Phone number
- Installed certificates



A single console provides a consolidated inventory of the various mobile devices in use and captures details from model to screen type to operating system version.

Enabling flexible management

The world of mobile device management is filled with unresolved management challenges. How, for example, do you control the cost of managing a growing number of device platforms? It also is filled with complex technical challenges. How does IT distribute applications when the user controls installation?

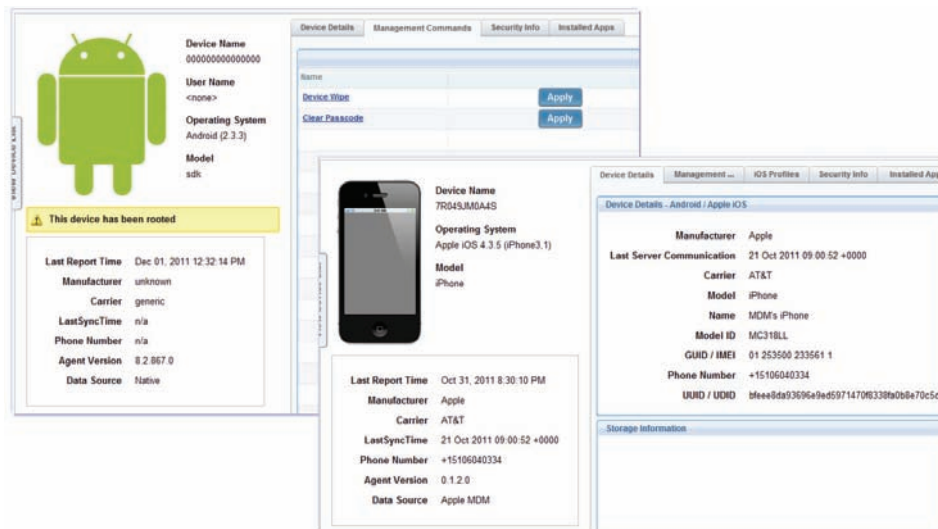
The answer is to deploy a management solution that gives the organization flexibility—through a combination of agent-based and email-based capabilities—to manage and secure employee- and corporate-owned mobile devices across platforms, while preserving the native device experience. For existing users of IBM Endpoint Manager solutions, Endpoint Manager for Mobile Devices adds mobile-specific functionality with a simple license key update. For enterprise users of other management applications, it operates as a standalone mobile device

management solution that provides a broad reach of capabilities across Apple iOS, Google Android, Nokia Symbian, Microsoft Windows Mobile and Microsoft Windows Phone platforms.

Supporting business and device functionality

With complete visibility of your mobile environment, you can use the information you gather to support business and technology needs as well as user requirements. Using Endpoint Manager for Mobile Devices, you can:

- Manage configurations for connection and content delivery functions such as email, VPNs and wireless networks
- Enable/disable application installation from the Apple App Store or Safari, and enable/disable the Siri intelligent personal assistant on the Apple iPhone
- Establish an enterprise application store and enable self-service capabilities—then use Endpoint Manager for Mobile Devices to distribute applications to users on demand



The solution's Single Device View enables administrators and helpdesk staff to easily view device details and take required action..

Integrating the infrastructure

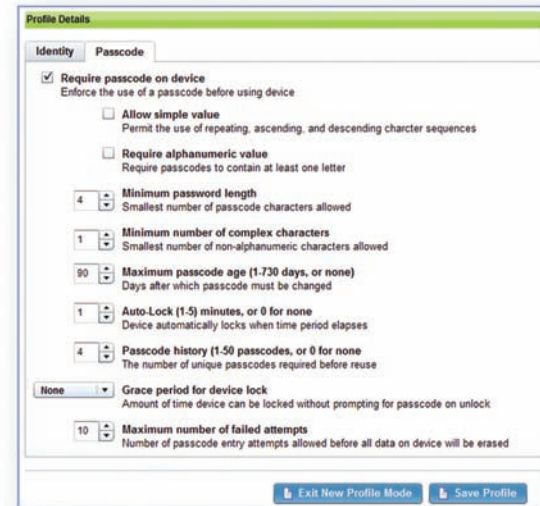
Endpoint Manager for Mobile Devices leverages a single infrastructure to manage and secure enterprise devices including smartphones, tablets, desktops, laptops and servers. Utilizing the BigFix platform, the solution provides a “single pane of glass” view for managing heterogeneous operating systems and devices. Managing up to 250,000 devices from a single server with low-bandwidth IBM Fixlet® policies enables capabilities targeted to specific device management needs.

Fixlets contain a set of instructions that devices use to determine applicability to a condition—such as whether the device is jail-broken or rooted—along with instructions on how to automatically remediate the issue. Libraries of Fixlets are provided to detect and enforce compliance to password policies, encryption and a range of other configurations. Fixlets can also be customized to adapt to the organization’s unique needs for complete flexibility and adaptability—a feature unique to IBM.

As new mechanisms for detecting conditions are discovered, such as whether or not a device is compromised, Fixlets are automatically updated using the Endpoint Manager cloud-based delivery model. There is no need for installation commands, rebooting or waiting—cloud-based delivery means that security policies, new reports and many other new features are immediately available to all managed devices or console users. Users can rest assured that they always have the very latest features and capabilities.

Additional unified and integrated capabilities of Endpoint Manager for Mobile Devices include:

- Management over the corporate network, wirelessly over the air (OTA) or on the Internet
- Integration with back-end IT management systems such as service desk and ticketing solutions, configuration databases or security event and information management tools via enterprise-grade application programming interfaces (APIs)
- Customization and extensibility through the solution’s scripting capabilities and built-in wizards



A user-friendly iOS Profile Configuration Wizard exposes the configuration capabilities of Apple’s mobile device management APIs.

Trusting the IBM Mobile Enterprise

The comprehensive set of mobile capabilities available from IBM helps organizations increase efficiencies and gain a competitive advantage. Recent additions to the IBM mobile portfolio include mobile enterprise application platform and telecom expense management capabilities, which, when combined with Endpoint Manager for Mobile Devices, enable customers to meet their end-to-end mobile needs.

With IBM, you can build mobile applications that deliver multi-channel user experiences for a variety of devices with the ability to:

- Run back-end systems that efficiently connect mobile applications with enterprise application data
- Leverage mobile capabilities to transform existing functions and create new opportunities for revenue growth, differentiation and productivity
- Manage applications and device policies on corporate- and employee-owned devices
- Help secure data, applications and devices while maintaining privacy

Supporting a mobile workforce and helping the organization engage mobile customers, IBM delivers deep expertise and proven leadership in enterprise hardware, software and operating system solutions with the vendor neutrality of a company that is not limited in its scope or approach by ties to specific wireless providers, device designs or mobile platforms. Providing comprehensive coverage from mobile email access to application development, outsourcing, security and device management, IBM is your trusted partner in the management of the ever-growing number of smartphone options and the explosion of tablet computers.

IBM Endpoint Manager for Mobile Devices at a glance

Supported mobile platforms:

- Apple iOS, Google Android, Nokia Symbian, Microsoft Windows Mobile, Microsoft Windows Phone

Other supported endpoint platforms:

- Microsoft Windows, UNIX, Linux, Mac OS

Management actions:

- Selective wipe, full wipe, deny email access, remote lock, user notification

Application management:

- Application inventory, enterprise app store, whitelisting, blacklisting

Policy and security management:

- Password policies, device encryption, root and jail-break detection

Location services:

- Track devices and locate on map

Enterprise access management:

- Configuration of email, VPN, Wi-Fi

Server requirements:

- Microsoft SQL Server 2005/2008
- Microsoft Windows Server 2003/2008/2008 R2

Console requirements:

- Microsoft Windows XP/2003/Vista/2008/2008 R2/7
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For more information

To learn more about IBM Endpoint Manager for Mobile Devices, contact your IBM sales representative or IBM Business Partner, or visit:

ibm.com/software/tivoli/solutions/endpoint/mdmbeta

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Produced in the United States of America
April 2012

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