IBM SolutionsConnect 2013
Turning Opportunity into Outcomes.

IBM Mobile Security & Management:

Delivering Confidence to put Mobile First

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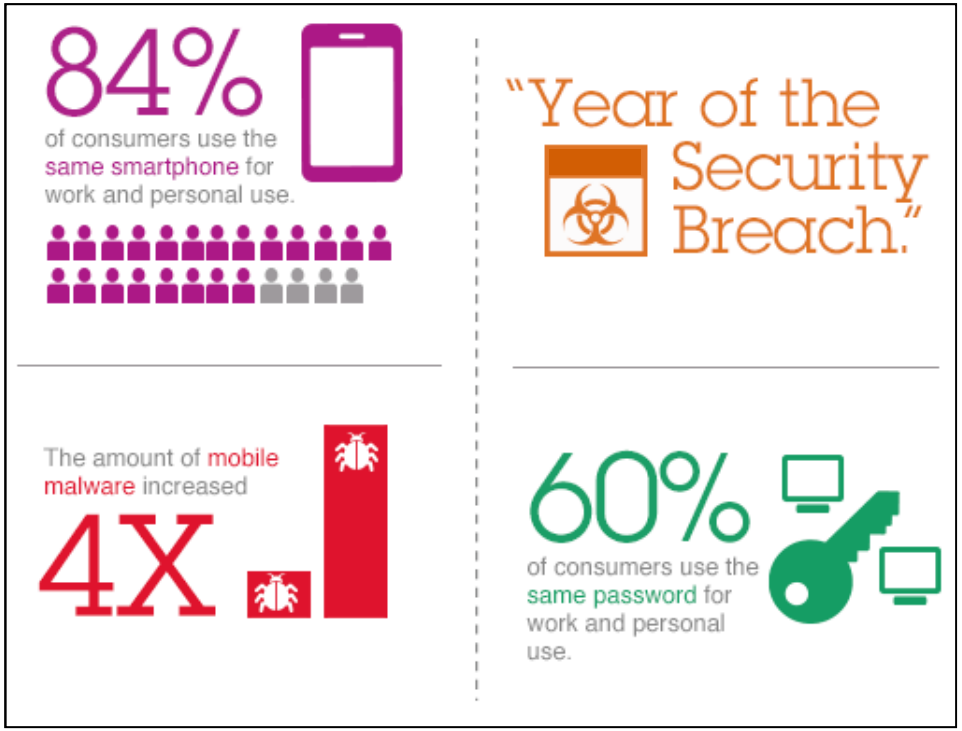
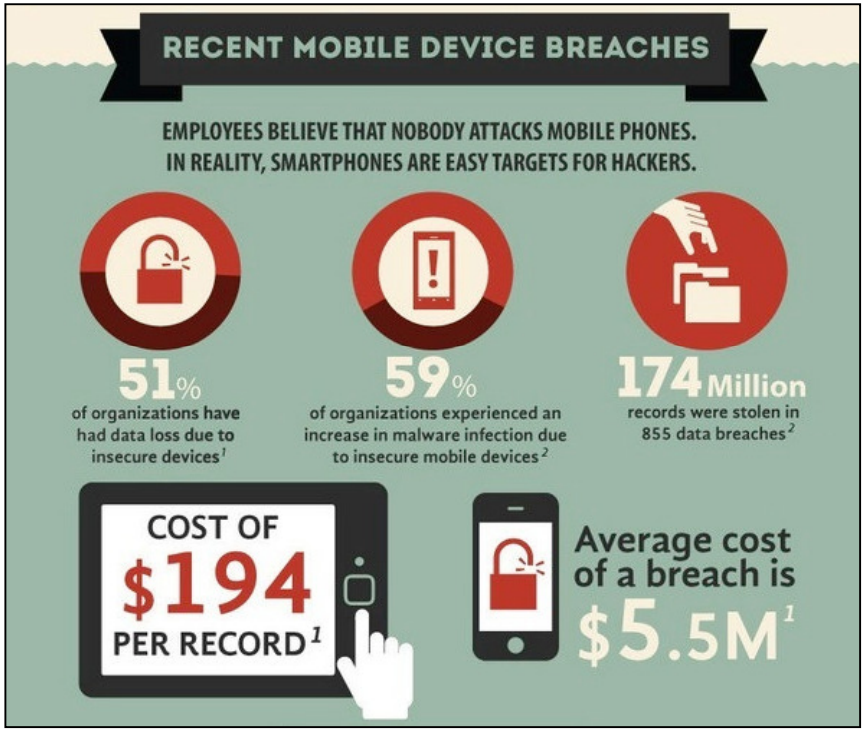
Enterprises Need Confidence to put Mobile First…





Uniqueness of Mobile

Mobile devices are shared more often

- Personal phones and tablets shared with family
- Enterprise tablet shared with co-workers
- Social norms of mobile apps vs. file systems

Mobile devices have multiple personas

- Work tool
- Entertainment device
- Personal organiser
- Security profile per persona?

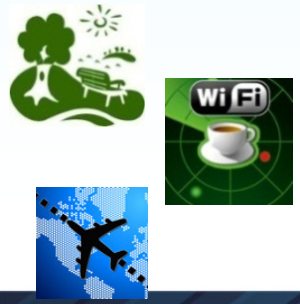
Mobile devices are diverse

.

- OS immaturity for enterprise mgmt
- BYOD dictates multiple OSs
- Vendor / carrier control dictates multiple OS versions
- Diverse app development/delivery model

Mobile devices are used in more locations

- A single location could offer public, private, and cell connections
- Anywhere, anytime
- Increasing reliance on enterprise WiFi
- Devices more likely to be lost/stolen

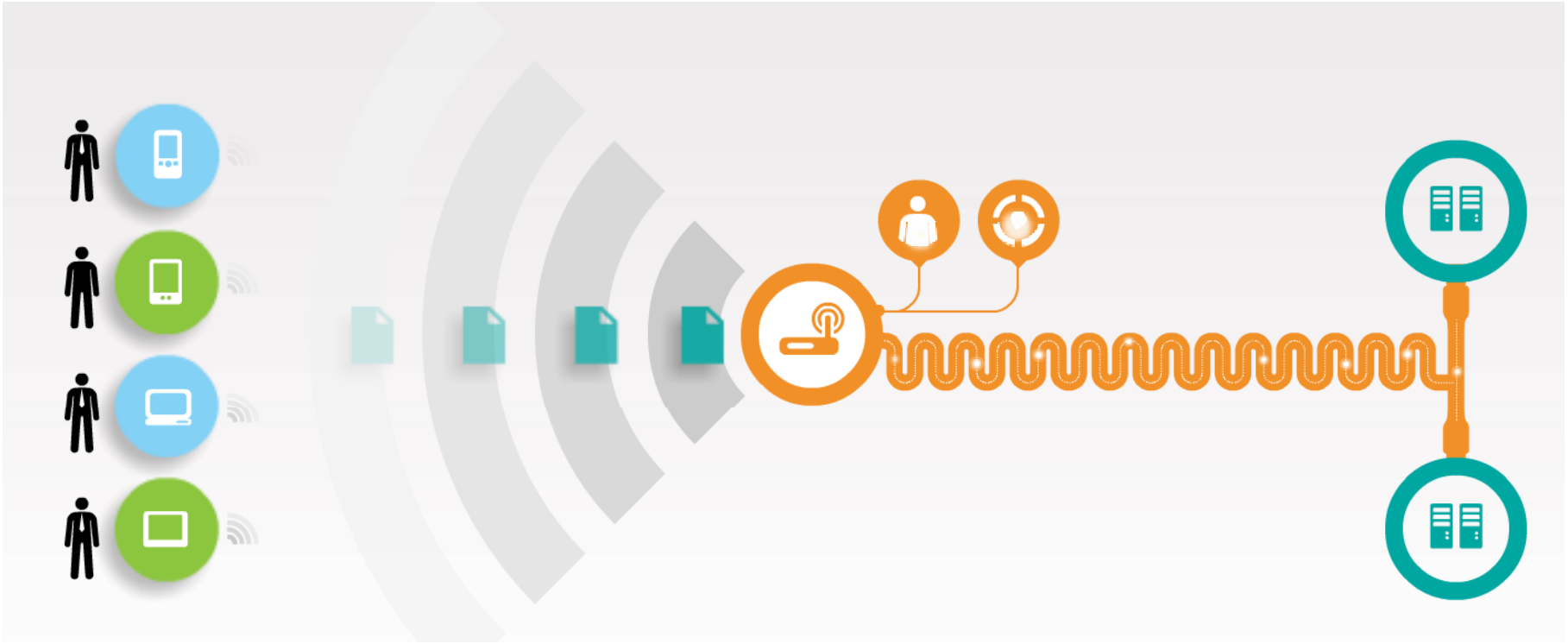


Mobile devices prioritise the user

- Conflicts with user experience not tolerated
- OS architecture puts the user in control
- Difficult to enforce policy, app lists
- Security policies have less of a chance of dictating experience

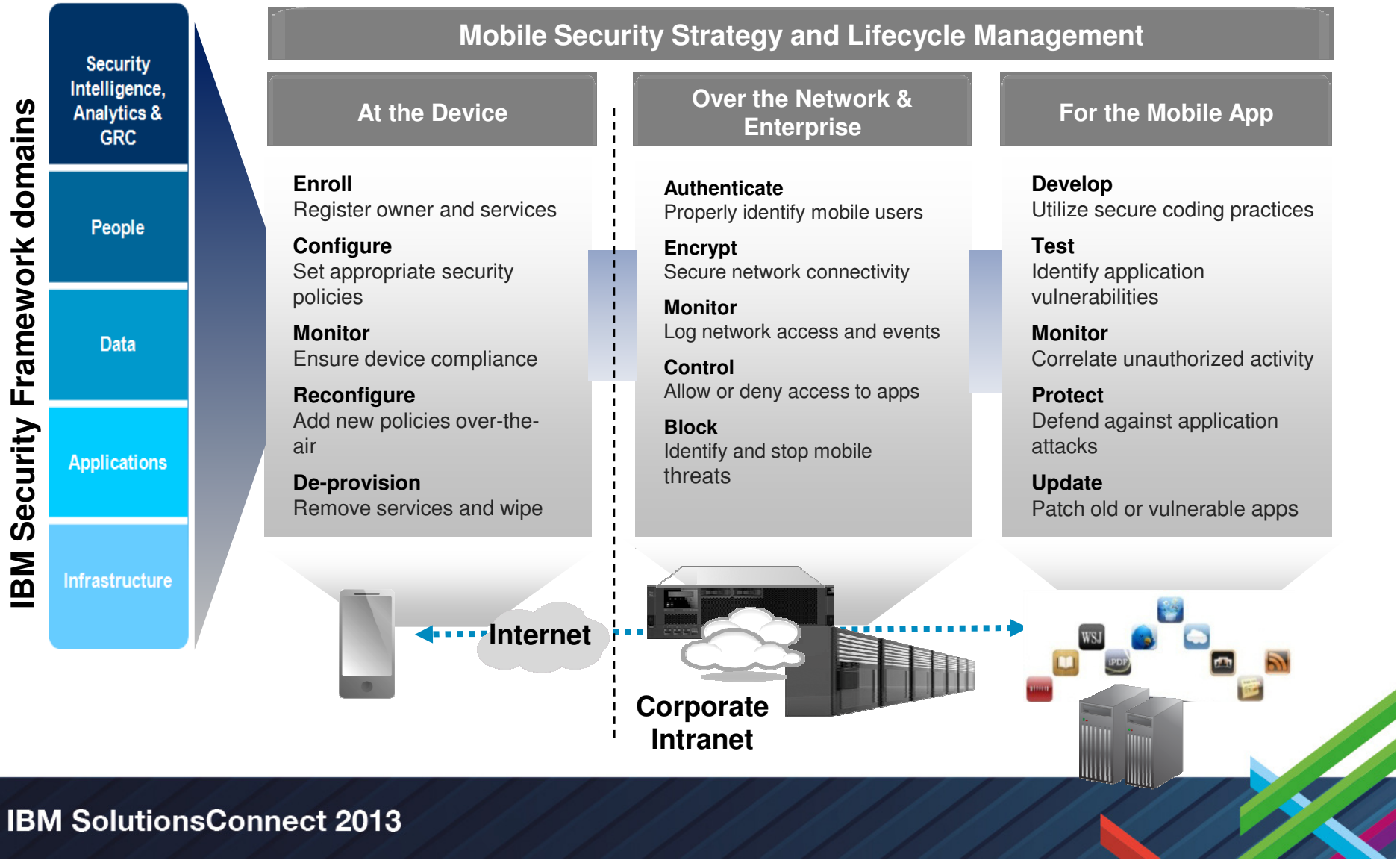
IBM MobileFirst Offering Portfolio

IBM MobileFirst's approach to security & management

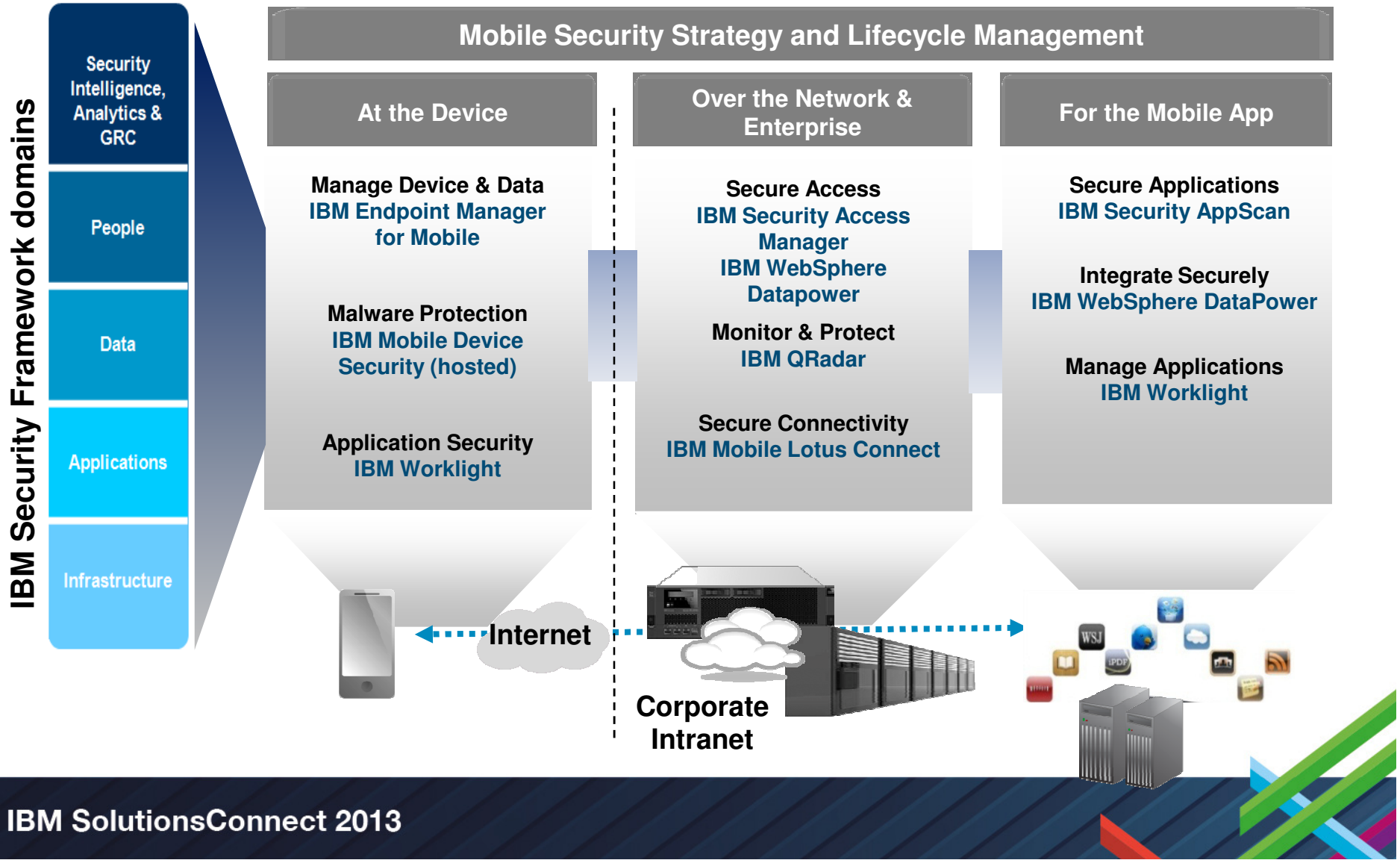


Device Management	Network, Data, and Access Security	Application Layer Security
Security for endpoint device and data	Achieve visibility and adaptive security policies	Develop and test applications

Steps to consider when securing the mobile enterprise



IBM MobileFirst offerings to secure the enterprise



European Bank delivers secure mobile Internet banking

Background

Major European Bank needed to reduce operational complexity and cost with a single, scalable infrastructure to secure access to various back-end services from multiple mobile apps. A customized authentication mechanism empowered the bank to guarantee the security of its customers while safeguarding the trust relationship with a safe app platform that encrypts local data and delivers app updates immediately.

Customer Needs

- Extend secure access to banking apps to mobile customers
- Enhance productivity of employees to perform secure banking transactions via mobile devices
- Support for iOS, Android, and Windows Mobile

Benefits

- Authenticates requests made via HTTPS from hybrid mobile apps running on WorkLight platform to back-end services
- A custom certificates-based authentication mechanism implemented to secure back-end banking application

A health insurance provider offers secure mobile access

Challenges

Differentiate from competitors by offering customers greater access by supporting mobility.

Reduce overhead of paper-based claims processing and call-center volume.

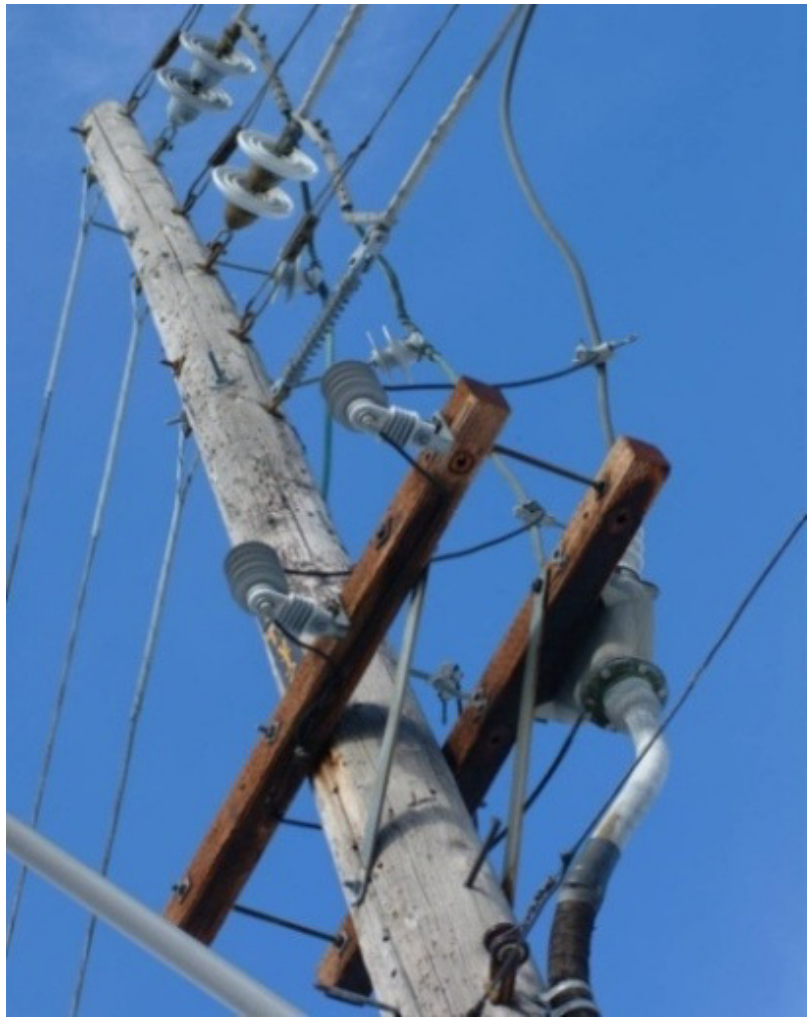
Solution

- Requests made via HTTPS to multiple back-end services from native device applications protected by IBM Security Access Manager
- Authentication enforced with both Basic Authentication and a custom implementation through Access Manager's External Authentication Interface

Benefits

- Simultaneously build trust and improve user experience with secure membership management and claims processing
- Improve customer satisfaction and responsiveness through secure mobile solutions

Public utility adds mobile devices without adding infrastructure



Company Overview

Serving 4.5 million customers in the southwestern region of the United States, this electric company of 25,000 employees is a leader in clean energy while exceeding reliability standards and keeping consumer costs below average. They are experiencing a migration from traditional endpoints to mobile devices.

Customer Needs

- Support 20,000+ mobile devices
- Corporate and employee-owned, many platforms and OS versions
- High availability for certain devices used in the field
- Adherence to internal security policies, external regulations

Benefits

- Scalability to 250,000 endpoints provides room to grow without adding infrastructure
- Added mobile devices to existing IEM deployment in days
- Ability to integrate with Maximo, Remedy

US Telecom enables secure mobile computing

Background

Major US Telecom wanted to engage with a diverse set of mobile constituents – consumers, partners and employees. Required a scalable, flexible mobile access solution that supports mobile friendly authentication methods, and sophisticated policy management.

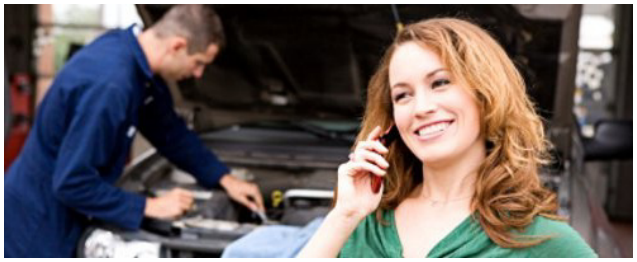
Customer Needs

- Empower employees to access internal mobile apps
- Enrich the customer user experience by providing mobile access to value-added services and self-service applications
- Streamline processes with partners through mobile collaboration

Benefits

- Improve productivity of employees and reduce business process costs through secure mobile enablement
- Redevelop direct consumer relationships through secure user-friendly mobile applications
- Facilitate secure mobile collaboration with partners and contractors to improve business coordination

Global automotive company secures mobile access



Challenges

- Automobile customers require secure, personalized access to vehicle information services on their mobile devices
- Required secure access to radio, internet and social network services from the automobile

Solution

- IBM Security Access Manager and IBM Federated Identity Manager along with IBM DataPower
- Seamless authentication and authorization to back-end automotive business services

Benefits

- Simplified single sign-on for trusted third party service providers
- Scale to hundreds of thousands of devices and users
- Improved customer satisfaction

Why take an integrated approach to mobile security?

Speed time to deployment of enterprise mobile apps and updates, while improving quality

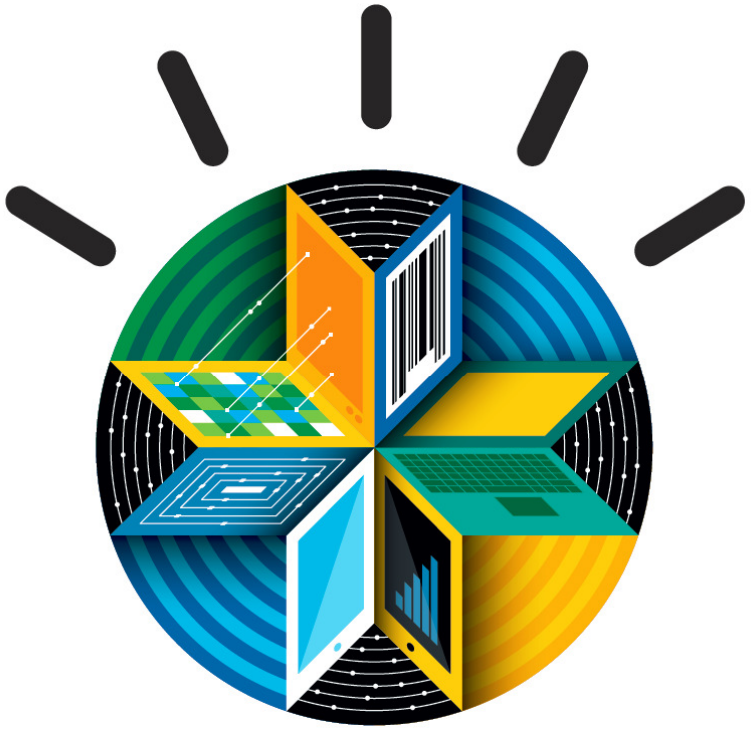
Reduce help desk calls, device and service lifecycle costs

Less total infrastructure for lower hardware, admin costs

Enhance end-to-end security to help prevent loss of intellectual property and regulated data

Improve WiFi network management for greater reliability, employee productivity, and minimize business interruptions

Get started with IBM



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  www.ibm.com/mobilefirst

  - Access white papers and webcasts
  - Get product and services information

- Talk with your IBM representative or IBM Business Partner to find the right next step for you