Vivek Vallathol
Business Manager, IBM Endpoint Management

Manage & Secure Your Mobile Enterprise:
Delivering Visibility & Confidence
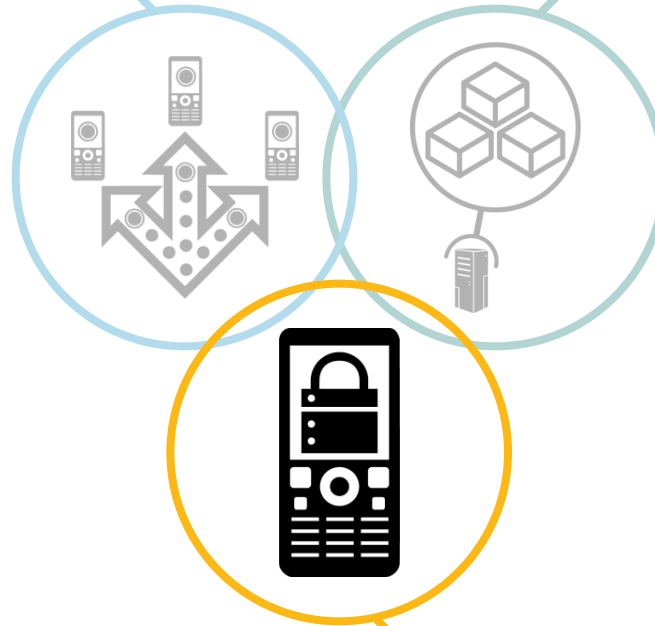
Business without **LIMITS 2012**

[**13th September 2012, Mumbai**]

A deeper look at Manage & Secure capabilities

Extend & Transform

Build & Connect

Manage & Secure

Manage mobile devices, services and applications

Secure my mobile business

Key Capabilities

- Mobile lifecycle management
- Device analytics and control
- Secure network communications & management

Business without **LIMITS 2012**

Mobile Devices: Unique Management & Security Challenges

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 organization
- Security profile per persona?

Mobile devices are diverse

- OS immaturity for enterprise mgmt
- BYOD dictates multiple OSs
- Vendor / carrier control dictates multiple OS versions

Mobile devices are used in more locations

- A single location could offer public, private, and cell connections
- Anywhere, anytime
- Increasing reliance on enterprise WiFi

Mobile devices prioritize the user

- Conflicts with user experience not tolerated
- OS architecture puts the user in control
- Difficult to enforce policy, app lists

Business without **LIMITS 2012**

A Holistic Approach to Managing & Securing the Mobile Environment

1 **Develop and Communicate Formal Mobile Strategy, Policies**

3 Protect devices from malware, data theft

PUBLIC WIFI

MOBILE APPS

5 Test, deliver and manage security-rich apps

WEB SITES

INTERNET

6 Manage users and access to enterprise apps and data

4 Actively manage corporate device purchases, service contracts, usage

TELECOM PROVIDER

2 Efficiently acquire, deploy, secure, manage, and de-provision devices

SECURITY GATEWAY **PRIVATE WIFI**

7 Manage and optimize enterprise wireless networks

8 **Deliver an Adaptive Security Posture**

Business without **LIMITS 2012**

① Develop and Communicate Formal Mobile Strategy, Policy
Global Business, Technology, & Security Services

Issue: Mobile devices have been growing in their importance to employees and partners for over a decade, ahead of an enterprise-wide strategy, resulting in an inconsistent approach from department to department.

IBM: Brings together a unique combination of business advisory, technology, and security services with the right software solutions to help clients devise and implement the most appropriate strategy for their organization

② Device Lifecycle
IT Operations

Issue: Frequent turnover increases asset management, service desk, security costs

IBM: Reduce total cost of ownership (TCO) with integrated device management, self-service capabilities that automates the complete device lifecycle

③ Data Protection
IT Security

Issue: Mobile malware up 155%[1], small device used everywhere, user-centric OS architecture all increase security risk

IBM: Prevent infections, data loss with hosted or on-premise mobile anti-malware + MDM

④ Cost Management
Finance

Issue: Unmanaged device & service plan procurement, incorrect billing and inventories results in overpayment

IBM: Reduce mobile costs by up to 35% through integrated asset, procurement, and expense management solutions

⑤ Security-rich Apps
App Dev / R&D

Issue: Lack of deep security knowledge in development and test teams results in application vulnerabilities

IBM: Eliminate most app vulnerabilities during the dev cycle with automated, integrated development and testing tools

⑥ Authenticated Access
IT Security

Issue: Devices that are easily lost or borrowed, insecure data connections increases unauthorized access risks

IBM: Ensure only authorized users and devices are connected to enterprise resources and that data is encrypted in transit.

⑦ Network Optimization
Network Operations

Issue: Increased load, dependency on corporate wireless networks

IBM: Improve uptime, problem resolution time with the only solution that combines data from roaming endpoints with deep network mapping and access point monitoring

Business without **LIMITS 2012**

[1]. http://news.consumerreports.org/electronics/2012/02/malware-on-mobile-devices-jumps-155-percent-since-last-year.html

(8) **Deliver an Adaptive Security Posture**
Security Intelligence and Analytics

Issue: lack of Visibility of security events across the enterprise, to stay ahead of the threat and respond to real time threats

IBM: provides fully integrated security intelligence from monitoring data and enterprise event collection

Business without **LIMITS 2012**

IBM Office of the CIO

Extending Corporate Access

"IBM's BYOD program "really is about supporting employees in the way they want to work. They will find the most appropriate tool to get their job done. I want to make sure I can enable them to do that, but in a way that safeguards the integrity of our business."

Jeanette Horan, IBM CIO

Customer Needs

- Support BYOD for a variety of mobile platforms securely for a highly mobile population
- Scale to hundreds of thousands of devices

Key Features & Outcomes

- 120,000 mobile devices, 80,000 personally owned, supported in months
- Integrated Lotus Traveler, IBM Connections, IBM Sametime, and IBM Endpoint Manager

Device Lifecycle, Data Protection
IBM Endpoint Manager for Mobile Devices

2 **3**

A highly-scalable, unified solution that delivers device management and security across device types and operating systems for superior visibility and control.

Managed = Secure

Common agent
Unified console
Common infrastructure
Single server

Systems management

Security management

IBM Endpoint Manager

Desktop / laptop / server endpoint

Mobile endpoint

Purpose-specific endpoint
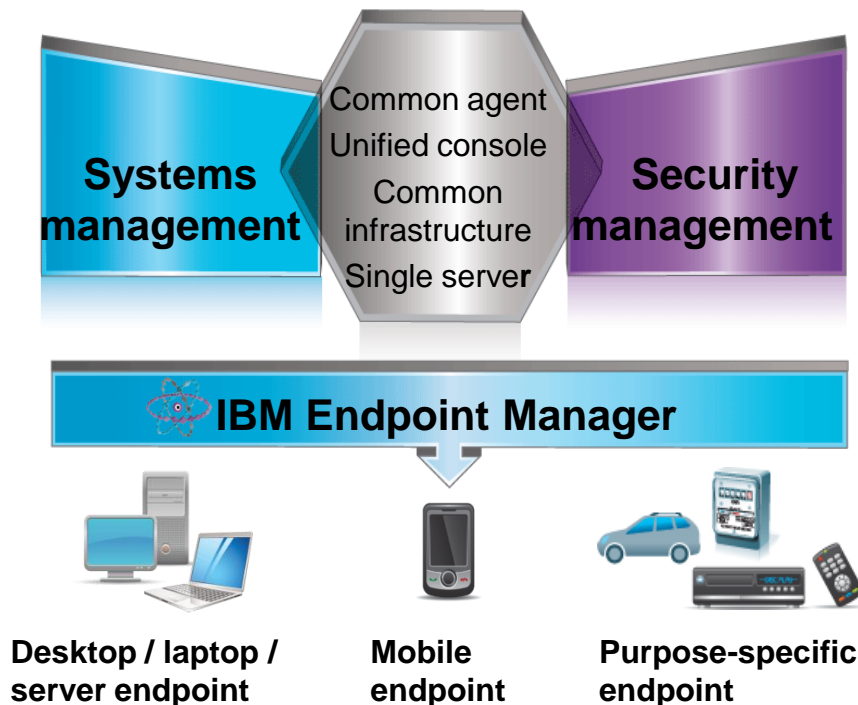
Client Challenge

Managing and securing enterprise and BYOD mobile devices without additional resources.

Key Capabilities

- A unified systems and security management solution for all enterprise devices that spans:
- Mobile Device Management
- Software, Patch, & OS Deployment
- Software Use Analysis & License Compliance
- Security Configuration Compliance
- Anti-Malware, DLP, & Device Control
- PC, Mac Power Management
- Near-instant deployment of new features and reports to customer's environments
- Platform to extend integrations with Service Desk, CMDB, SIEM, and other information-gathering systems to mobile devices
- Security threat detection and automated remediation

Business without **LIMITS 2012**

Public Utility

Adding Mobile Devices Without Adding Infrastructure

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

Key Features & Outcomes

- Scalability to 250,000 endpoints provides room to grow
- Added mobile devices to existing IEM deployment in days
- Ability to integrate with Maximo, Remedy
- Responsiveness and agility of product and product team

Business without **LIMITS 2012**

User Management & Access
IBM Security Access Manager for Mobile

Delivers user security by authenticating and authorizing the user and their device.

VPN or HTTPS

IBM Access Manager

Access Manager Servers

External Authentication Provider

User registries (i.e. LDAP)

Federated ID Mgr

Application Servers (WebSphere, WorkLight)

Web Services

Web Apps
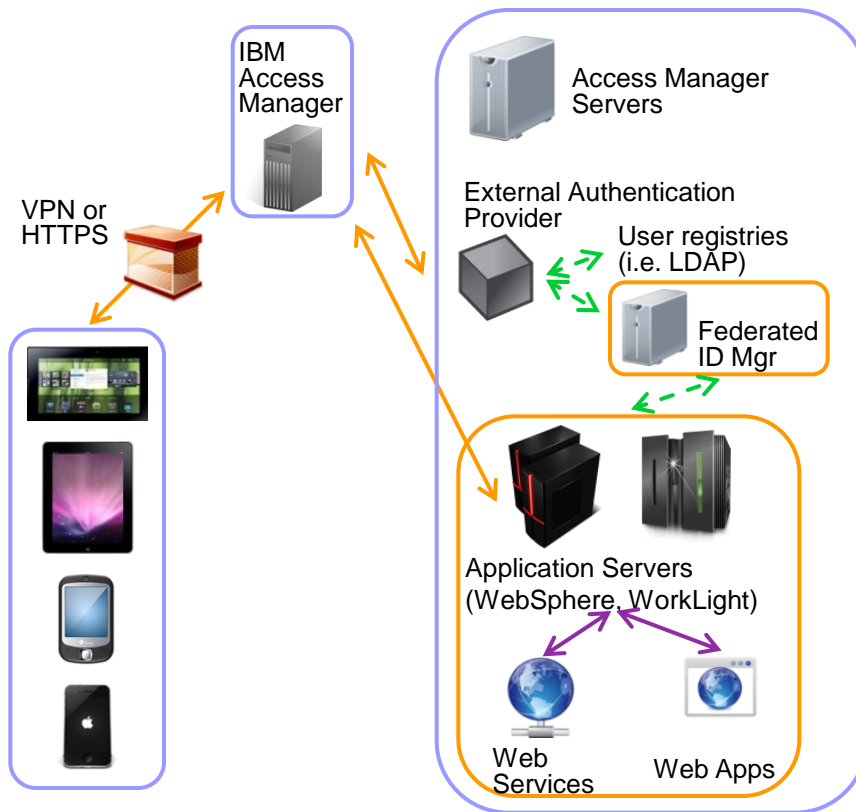
Client Challenge

Ensuring users and devices are authorized to access enterprise resources from that specific device.

Key Capabilities

- Satisfy complex authentication requirements

- Reverse proxy, authentication, authorization, and federated identity

- Mobile native, hybrid, and web apps

- Flexibility in authentication: user id/password, basic auth, certificate, or custom

- Supports open standards applicable to mobile such as OAuth

Business without **LIMITS 2012**

AimArs Bank

European Bank to Deliver Secure Mobile Internet Banking

AimArs 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

Key Features & Outcomes

- 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

Business without **LIMITS 2012**

A Holistic Approach to Managing & Securing the Mobile Environment

1 IBM Global Business, Technology, & Security Services

3 Hosted Mobile Security Solutions
Endpoint Manager

PUBLIC WIFI

INTERNET

MOBILE APPS

WEB SITES

5 Worklight
AppScan

Security Access Manager for Mobile
DataPower Appliance
Lotus Mobile Connect

6

4 Rivermine Telecom
Expense Management

2 Endpoint Manager
Mobile Enterprise
Services

TELECOM PROVIDER

SECURITY GATEWAY

PRIVATE WIFI

7 Netcool/OMNIbus

8 Q Radar

Next Steps
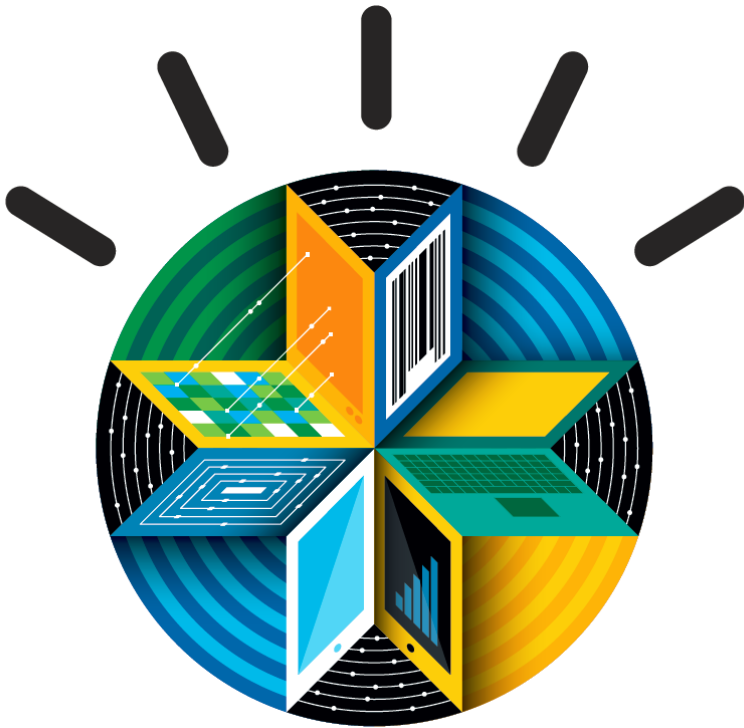
- Learn more at:

  www.ibm.com/mobile-enterprise

  - Access white papers and webcasts
  - Get product and services information
  - Download and begin using IBM Endpoint Manager

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

Business without **LIMITS 2012**

Learn more at: www.ibm.com/mobile-enterprise

Business without **LIMITS 2012**