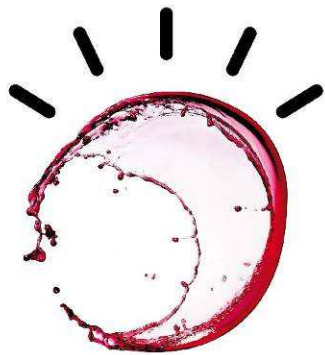




Degustare la crescita

Un percorso in 4 tappe alla scoperta delle soluzioni IBM

Gestire la mobility in sicurezza



Questions and doubts flooding CIO mind

What's my mobile strategy for B2E? B2B? B2C?

How do I secure mobile endpoints?

How do I leverage virtualization and cloud?

How should I support BYOD?

How does IBM support BYOD?

How do I become a social business?

Can I migrate from laptops to tablets?



How do I support a growing mobile workforce?

How do mobile devices connect securely to the corporate network?

How do I deliver mobile applications?

How do I reduce costs?

The holistic approach to manage & secure the Mobile Environment

Develop and Communicate Formal Mobile Strategy, Policies

1

Efficiently enroll, deploy, secure, manage, and de-provision devices



2

Protect devices from malware, data theft



PUBLIC WIFI



INTERNET



TELECOM PROVIDER

3

Test, deliver and manage security-rich apps



MOBILE APPS



WEB SITES

4

Manage and optimize enterprise wireless networks



PRIVATE WIFI



SECURITY GATEWAY

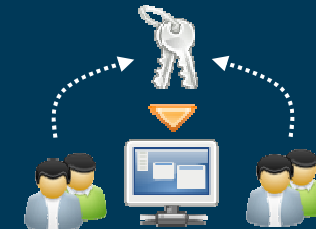
5

Actively manage corporate usage and BYOD policy



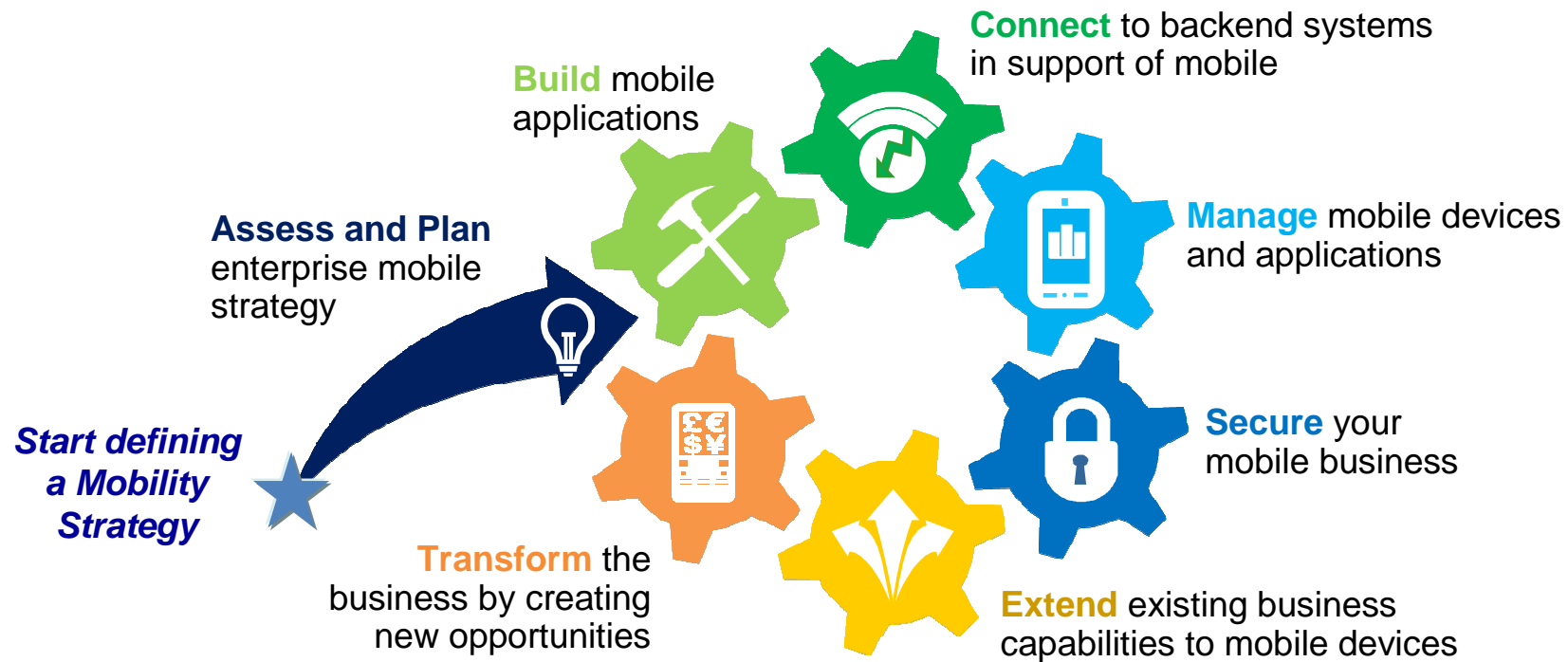
6

Manage users and access to enterprise apps and data



Deliver an Adaptive Security Posture

IBM Security Services can help you become a mobile enterprise supporting the whole mobile lifecycle



Developing your mobile strategy starts with a best-practices approach to help you make the right choices based upon your user profiles and business needs

Mobility Strategy



Our Mobile Infrastructure Strategy & Planning capability aligns your mobile strategy with business priorities and delivers results



1
Understand current state and strategic direction



2
Understand user profiles and non-functional requirements



3
Analyze infrastructure gaps



4
Define recommendations and solution outline



5
Build a Mobile Infrastructure Strategy



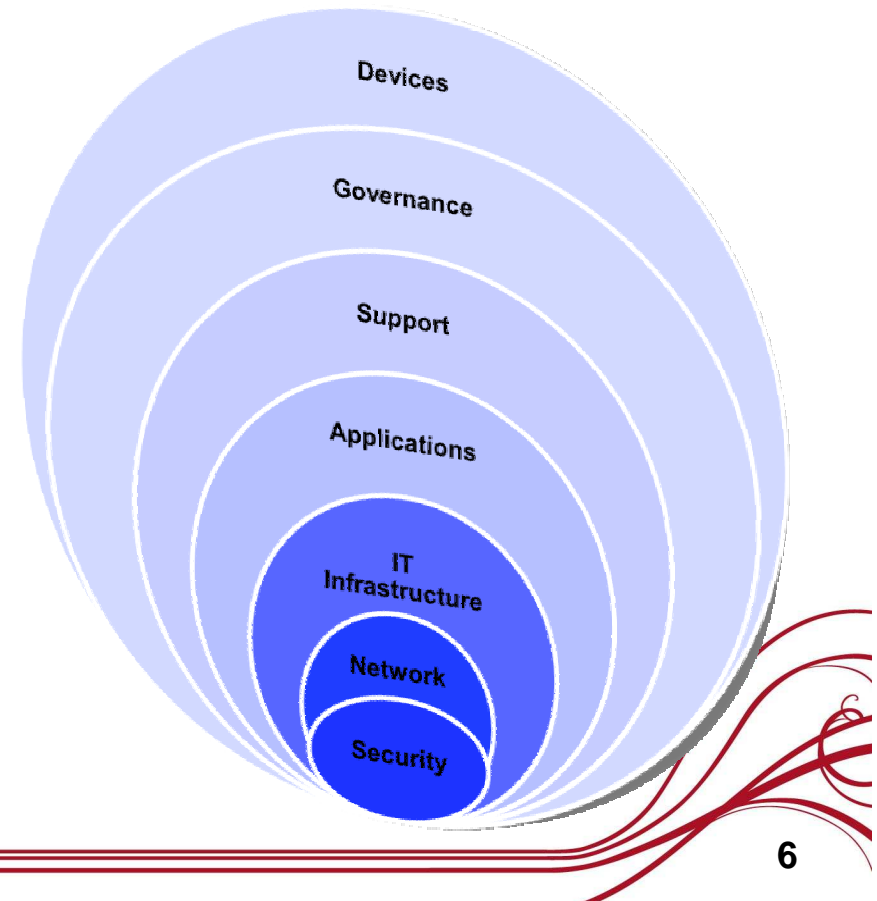
6
Build a strategic road map

IBM Mobile Assessment and Strategy Consulting

Challenge: Lack of *knowledge* and *skills* to determine risks and policies for a more mobile enterprise

Our consultants ask the right questions to help you develop a mobile strategy that suits your organization's requirements

- **Security:** What security policies should be in place to ensure the safety of my corporate assets?
- **Governance:** What are the policies, guidelines and programs for mobile users and bring-your-own devices? (BYOD)
- **Mobile Applications:** What mobile applications do I have today and what is the best way to roll out additional applications in the future?
- **IT Infrastructure & Support:** What tools do I need in place to allow me to effectively manage my mobile devices? What is the best way to support my users?
- **Network:** What type of network access will my users require? Cellular Carrier? Corporate WiFi?
- **Devices:** Which device types and form factors should be supported and do I have a need for special types of devices?



IBM Mobile Infrastructure Strategy and Planning Services

Challenge: Lack of knowledge and skills to determine *strategy* and *policies* for a robust mobile enterprise

A focus on strategic planning helps build the right roadmap to mobility and accelerate deployment

IBM Mobile Infrastructure Strategy and Planning Services helps you develop a robust mobile infrastructure strategy for a more flexible workplace that enables users to choose (and bring) their own devices in alignment with your enterprise goals

We offer a range of consulting capabilities that can:

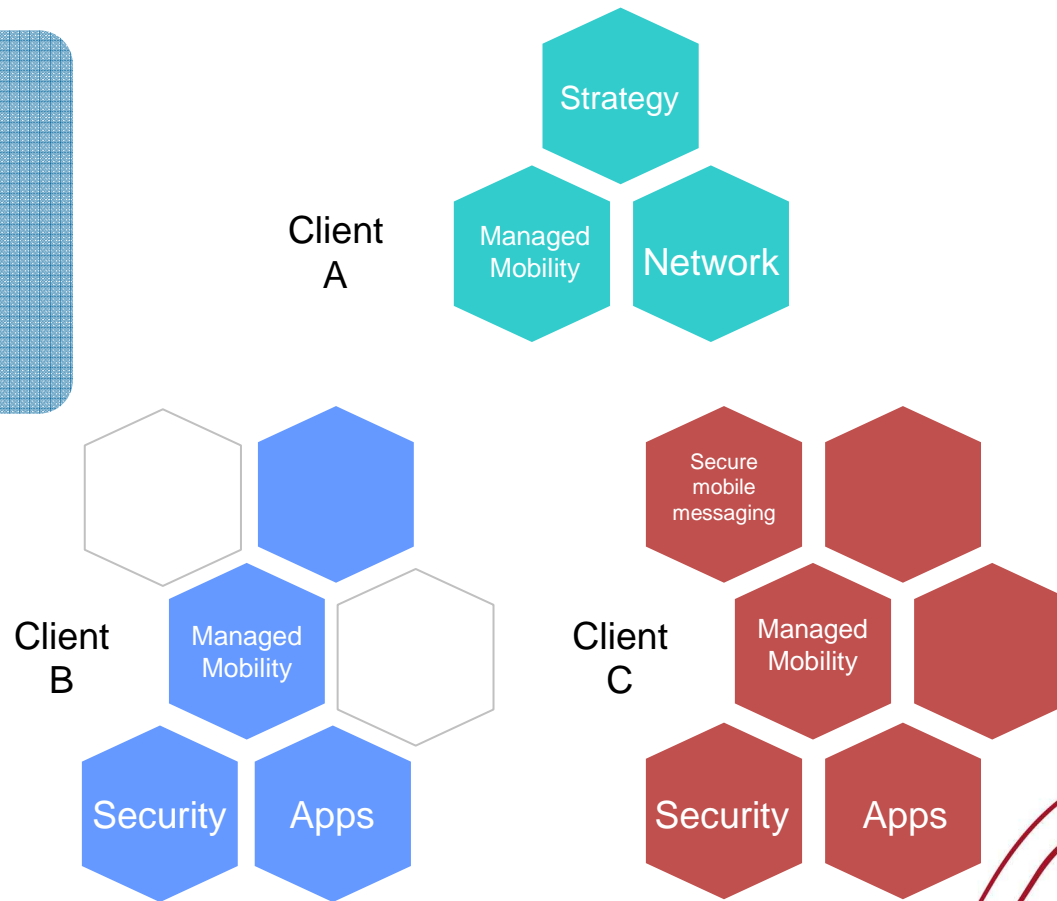
- **Assess** your current mobile environment against industry best practices
- **Identify** important aspects of mobility that may have been overlooked
- **Help** you build a successful business case for mobile initiatives



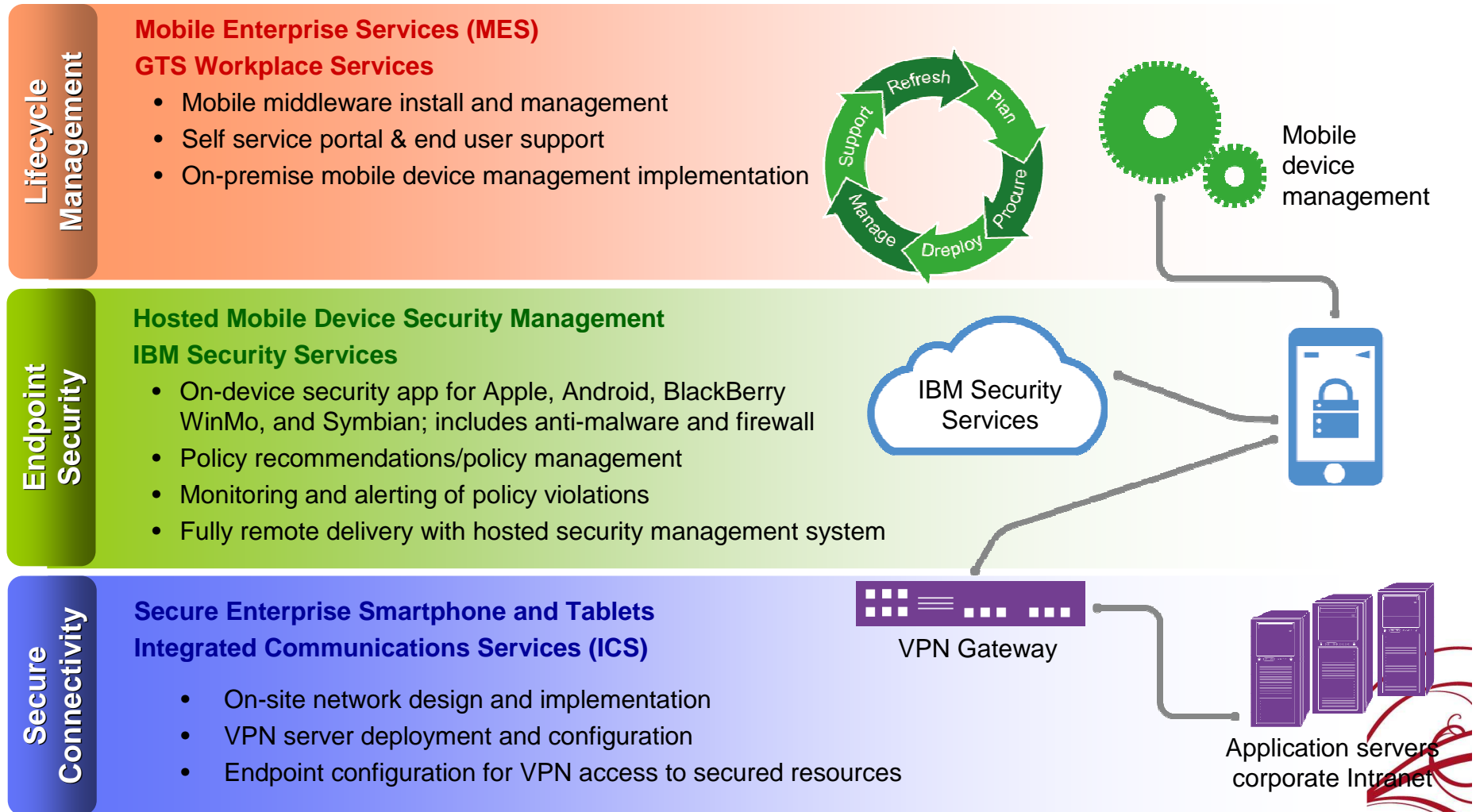
Our offerings can be combined to address changing needs

Customer needs and priorities are different, and different roadmaps can be embraced combining the IBM solution and services

- Mobile Security Services
- Mobile Networking Services
- Mobile Workplace Services



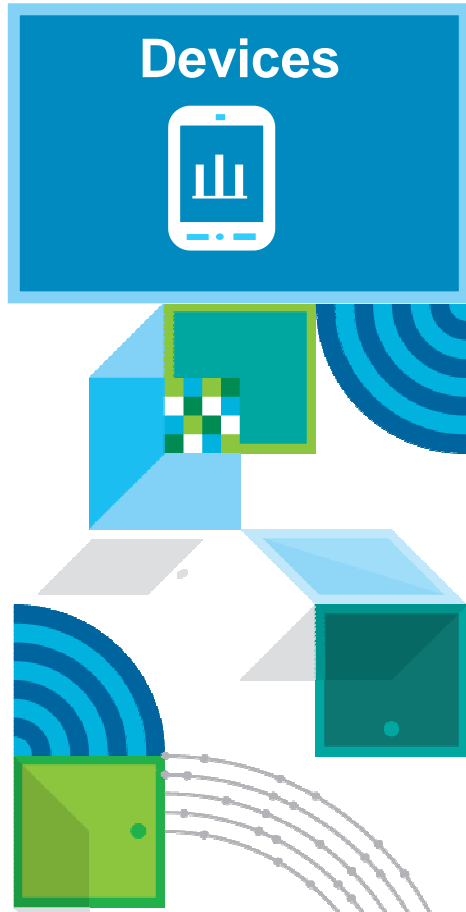
You can then benefit from the IBM Mobile Services and Solutions to implement your strategy



Mobile Device Management landscape



We have a rich set of services to help you deploy, manage and secure mobile resources



IBM Mobile Enterprise Services for managed mobility

IBM recommends, installs, configures and manages the mobile infrastructure

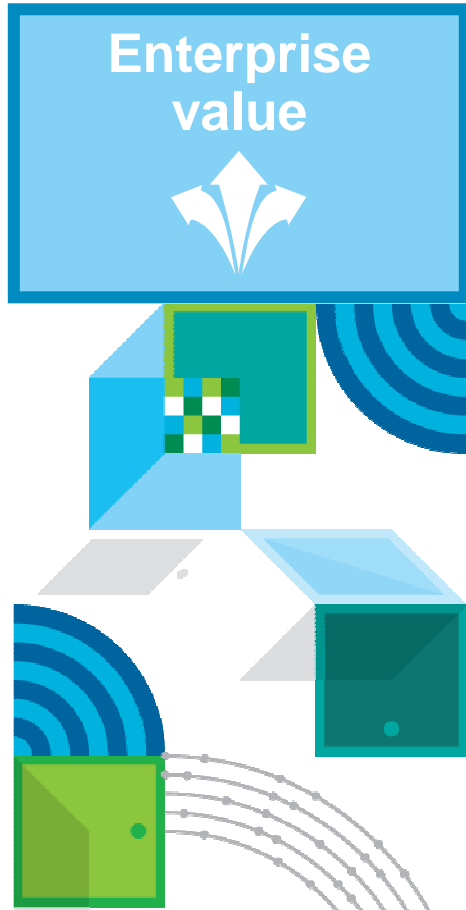
- Procurement, enrollment, configuration and provisioning
- Application distribution
- Device and network monitoring
- Policy enforcement
- Inventory and end-of-life management
- Remote lock and wipe
- Mobile messaging
- End-user support



Manage mobile devices and applications



IBM can also help you extend the value of your mobility investments



IBM Unified Communications Services IBM Smart Business Desktop Cloud

Communicate and collaborate

- Enable voice, video and data for mobile collaboration
- Boost productivity with social collaboration

Leverage cloud and desktop virtualization

- Establish an agile workplace environment
- Extend business capabilities and applications to mobile devices



Extend existing business capabilities to mobile devices



We can help you manage and deploy your mobile applications



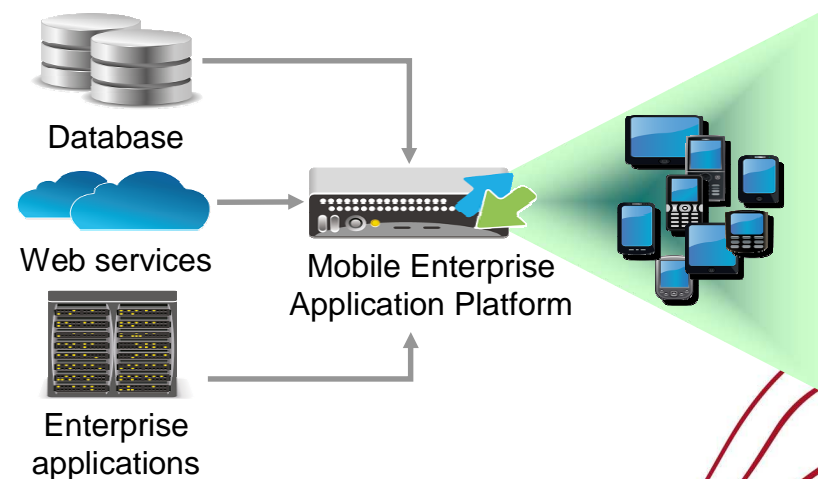
IBM Mobile Application Platform Management

Speed deployment and reduce costs

- IBM deploys and manages your mobile application platform
 - IBM Worklight
 - Hosted or on your premises
- You or IBM manage your mobile apps-native, web-based, hybrid-home grown or purchased
- Security-rich access to back-end systems and data
- Private app store

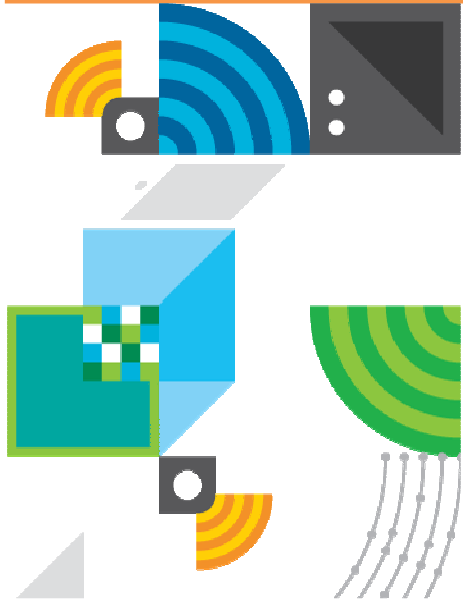


Build mobile applications



IBM has the expertise and experience to help your business build the infrastructure that will support your mobile enterprise

Networks



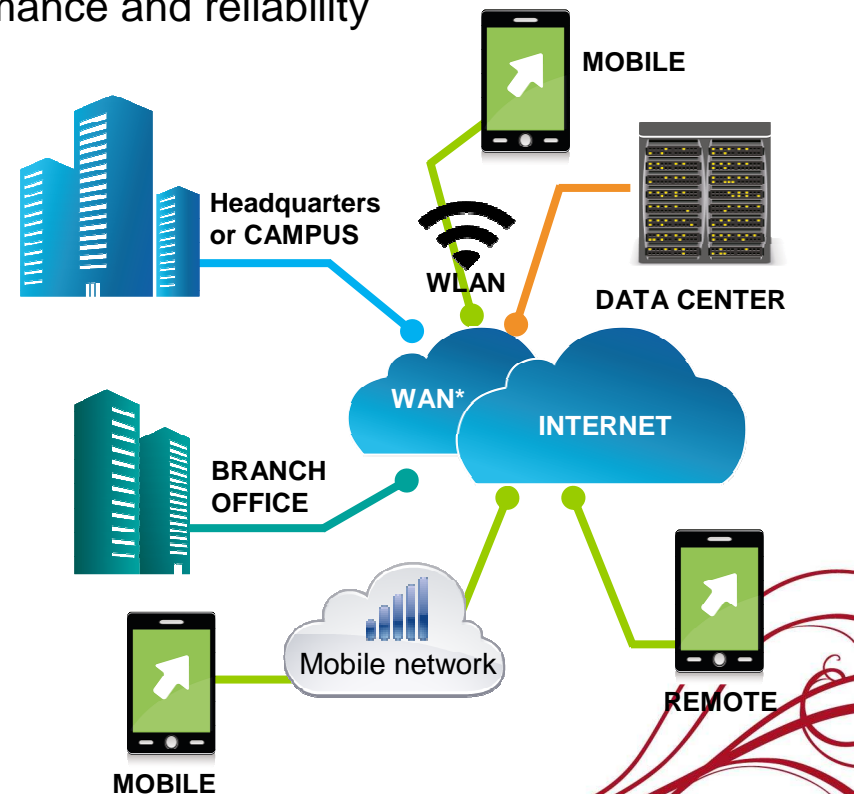
Connect to backend systems in support of mobile



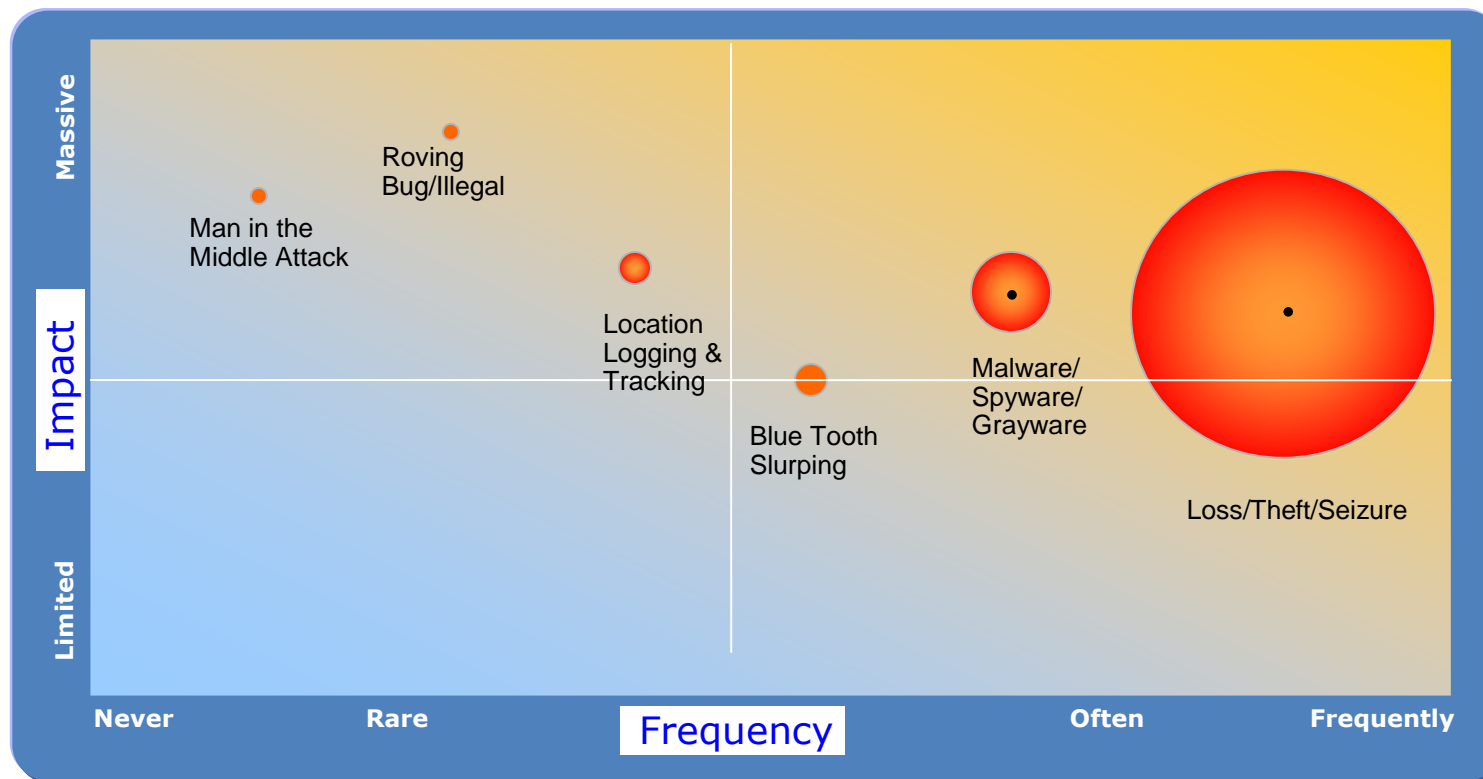
IBM Integrated Communications Services

Network services for mobility

- Design, build, integrate, optimize networks for mobile
- Increase network performance and reliability
 - Wired
 - Wireless
 - Remote access
- Reduce operational cost and complexity
- Unify communications for voice, video and data



Top threats against mobile devices



Based on Gartner 2011, Mobile Security Risks, interviews with members of IBM X-Force, and Corporate Executive Board.

Enterprises must not only embrace mobility but have a clear strategy to address security requirements



IBM Hosted Mobile Device Security Management & Professional Security Services

Security controls for mobile managed by IBM.. BYOD as well

- Data protection for unattended, lost or stolen devices
- Malware, Spyware and virus protection
- Data Leak Prevention (USB, photocamera..)
- Limited access to corporate applications
- Insider threat investigation
- Encrypted connectivity (VPN client)

Application security

- Vulnerability assessments
- Attack simulations
- Functional review

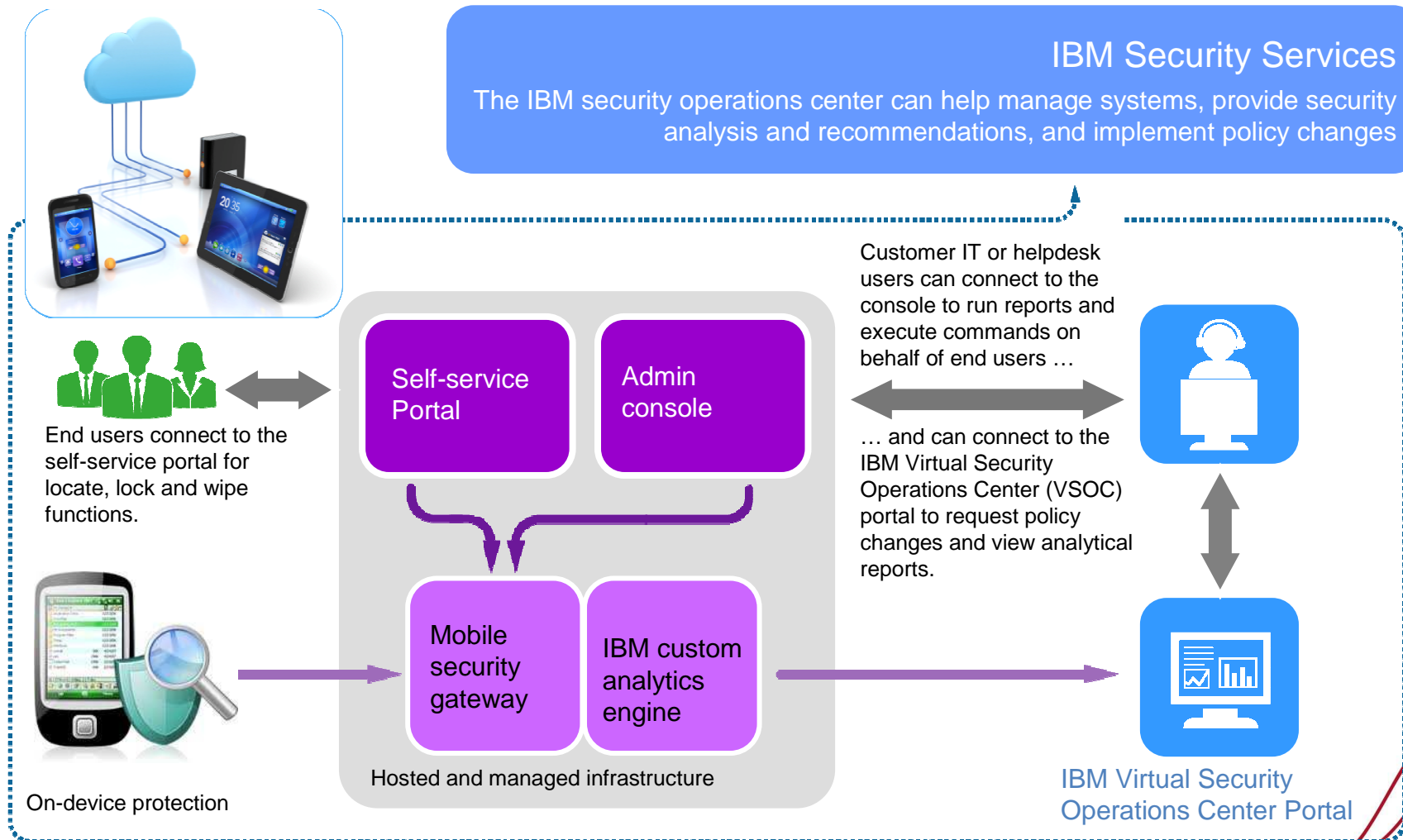


With both personal and business data now on mobile devices, they are appealing to hackers and thieves

Secure your mobile business



We can provide also a cloud-based solution, fully managed service that can help protect mobile devices used by employees to access corporate data



Questions to drive decisions on what mobile solution best fit your needs

- What devices and platforms will be used?
- Will corporate e-mail be used? What platform? Cloud or on premise?
- Are the devices personally owned or corporate owned?
- Are there high security requirements or regulatory mandates?
- Is there a requirement for data protection?
- What mobile applications are you interested in?
- Is there interest in cloud-based services?
-



By engaging a services provider, leading businesses accelerate value from mobility while positioning for long-term success

2/3

of CIOs plan to partner extensively to gain new skills and expertise

20%

productivity gains and cost savings experienced by CIOs who have outsourced key mobility services

Benefits resulting from outsourcing



Free IT staff to focus on other business-critical initiatives



Leverage additional skill sets as needed

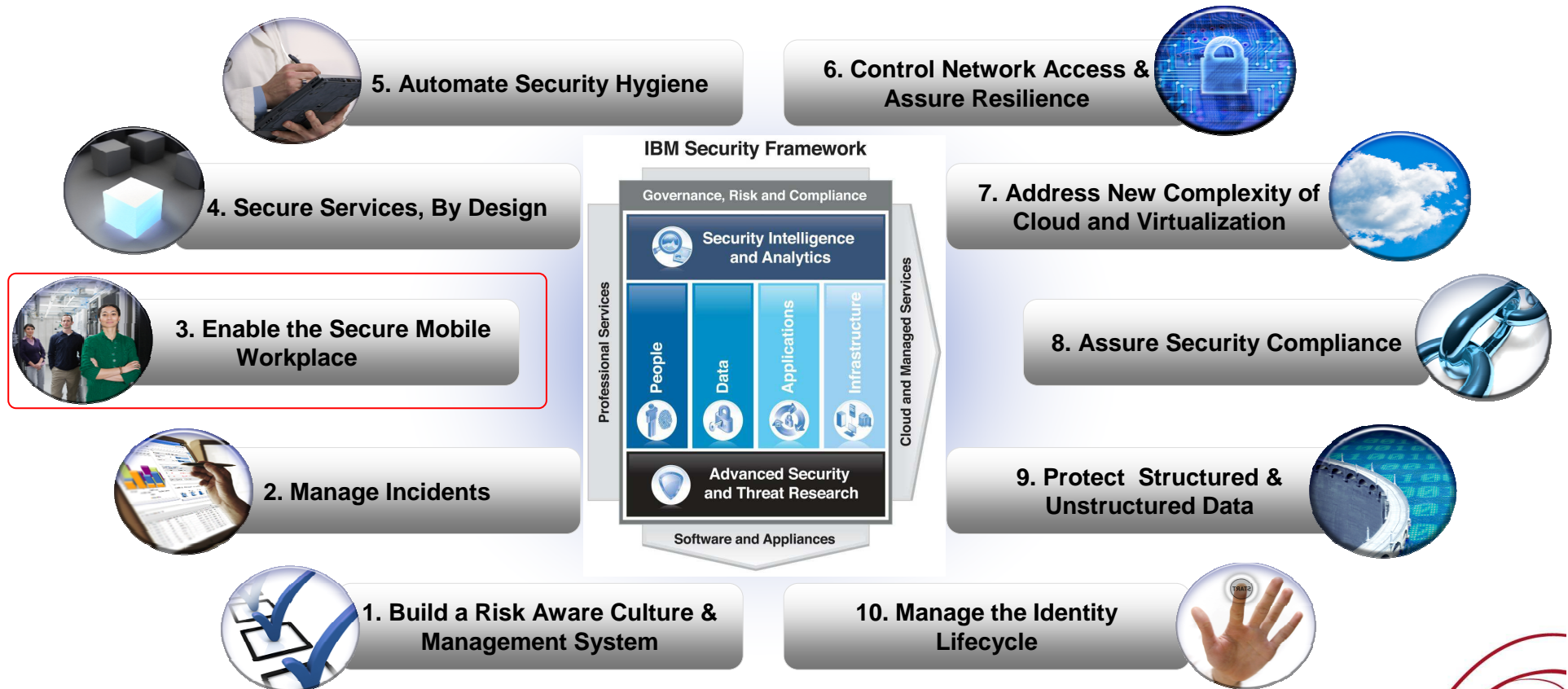


Gain in-depth expertise of methodologies and tools



Have wider range of mobility activities underway

We support Security Governance with 10 suggested rules and a Security Framework



IBM's global security expertise is trusted by some of the world's most demanding companies.

10
Security operations centers

9
Security research centers

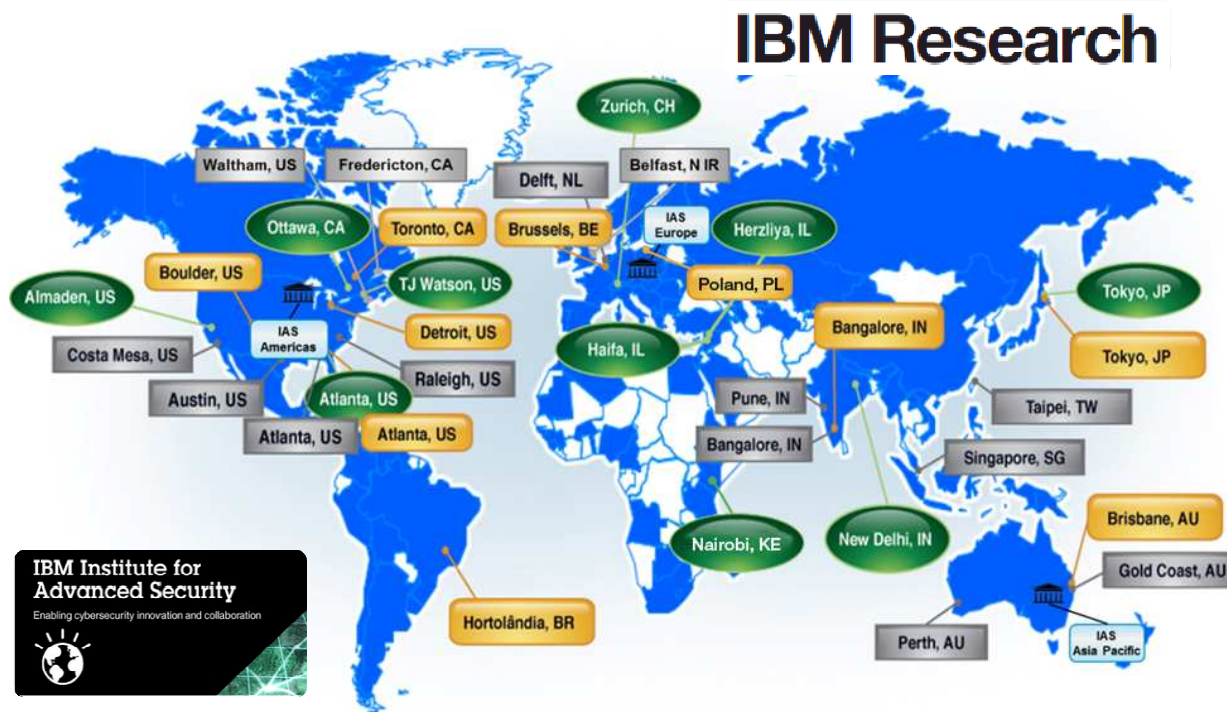
11
Security development labs

400
Security operations analysts

520
Field security specialists

941
Professional services security consultants

3,300
Strategic outsourcing security delivery resources



- Security Operations Centers
- Security Research Centers
- Security Solution Development Centers
- 3 x Institute for Advanced Security Branches

- 20,000-plus devices under contract
- 3,700-plus managed security services clients worldwide
- 9B-plus events managed per day
- 1,000-plus security patents*
- 133 monitored countries (MSS)