



IBM SolutionsConnect 2014

A New Era of Smart

Feb 19 | Sofitel Hotel Bangkok

Managing and Securing Enterprise Mobile Infrastructure

Alvin Liga

CTP Mobility and Enterprise Endpoint
Management (ASEAN)





Secure
Productivity
Suite

Mobile
Application
Management

Secure
Access
Management

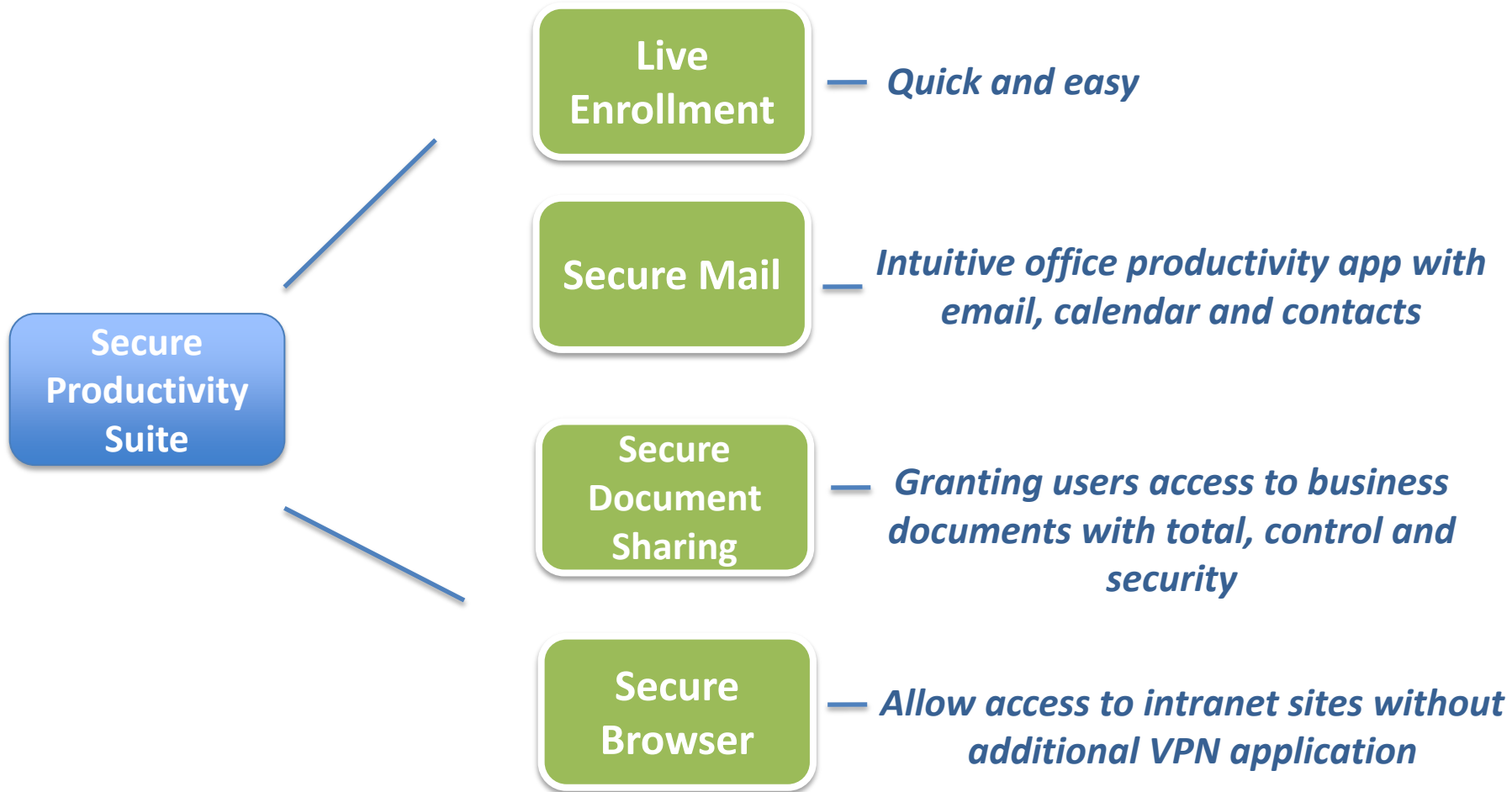


Secure
Productivity
Suite

— *Dual Persona to separate personal and work data in the BYOD era*

Mobile
Application
Management

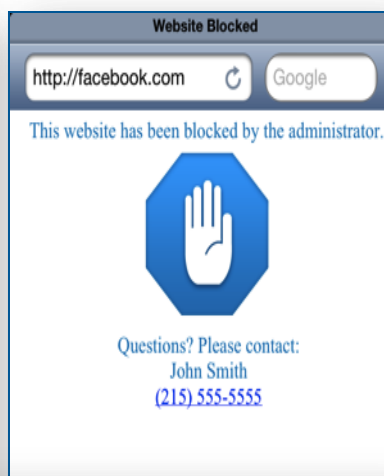
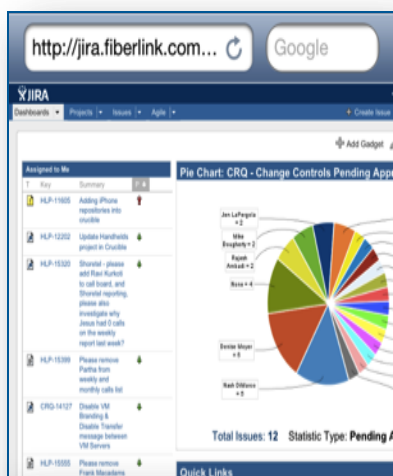
Secure
Access
Management





Secure Browser

A fully-functional web browser to enable secure access to corporate intranet sites and enforce compliance of content policies



- Allow access to corporate intranet sites and network without VPN (e.g. JIRA)
- Define URL filters and security policies based on categories
- Block known malicious websites
- Enforce whitelist exceptions to some sites
- Restrict cookies, downloads, copy, paste, and print features to prevent data leaks
- Disable native and 3rd party web browsers

Web URL Categories

Select URL Categories to Allow or Block

Enter content categories and select action to be taken on device when accessed. Enter the first few characters of the category to search. For a list of all categories and descriptions, [click here](#).

To determine category classifications for a specific URL, [click here](#).

Category	Values
Web-based Email	Allow and Track
Job Search	Allow and Track
Social Networking	Block and Track



Secure
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— *Complete operational and
security management to protect
against data leaks*



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Mobile Access Management

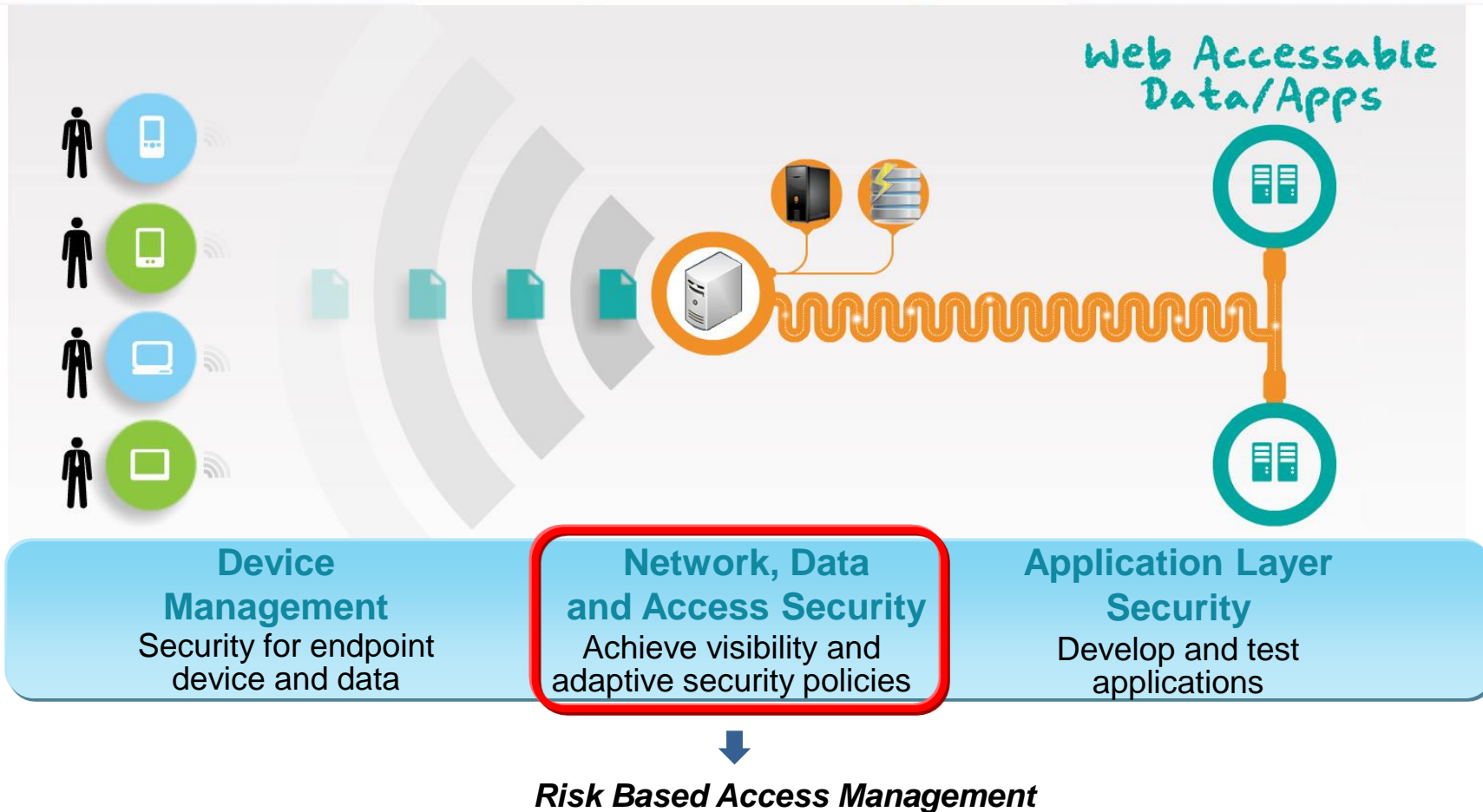
Kanoksak Ratchapat
Technical Sales, Security Systems





Protect mobile enterprise with smarter security

IBM Mobile Security and Management Framework





Mobility and BYOD adoptions brings new access and security challenges

Risk of user access/transactions from the mobile device

- Unauthorized access to sensitive data and applications
- Fraudulent execution of sensitive transactions
- Weak identity assurance controls around mobile device



Secure access from web → mobile apps and services

- SSO to mobile and cloud apps for greater user productivity
- Strong authentication to protect mobile access to apps and services
- Secure mobile app development and deployment integration



Mobile security intelligence and compliance

- Lack of insight into user and application behavior on mobile devices
- Need context-based policy enforcement across B2E and B2C use cases





Secure
Productivity Suite

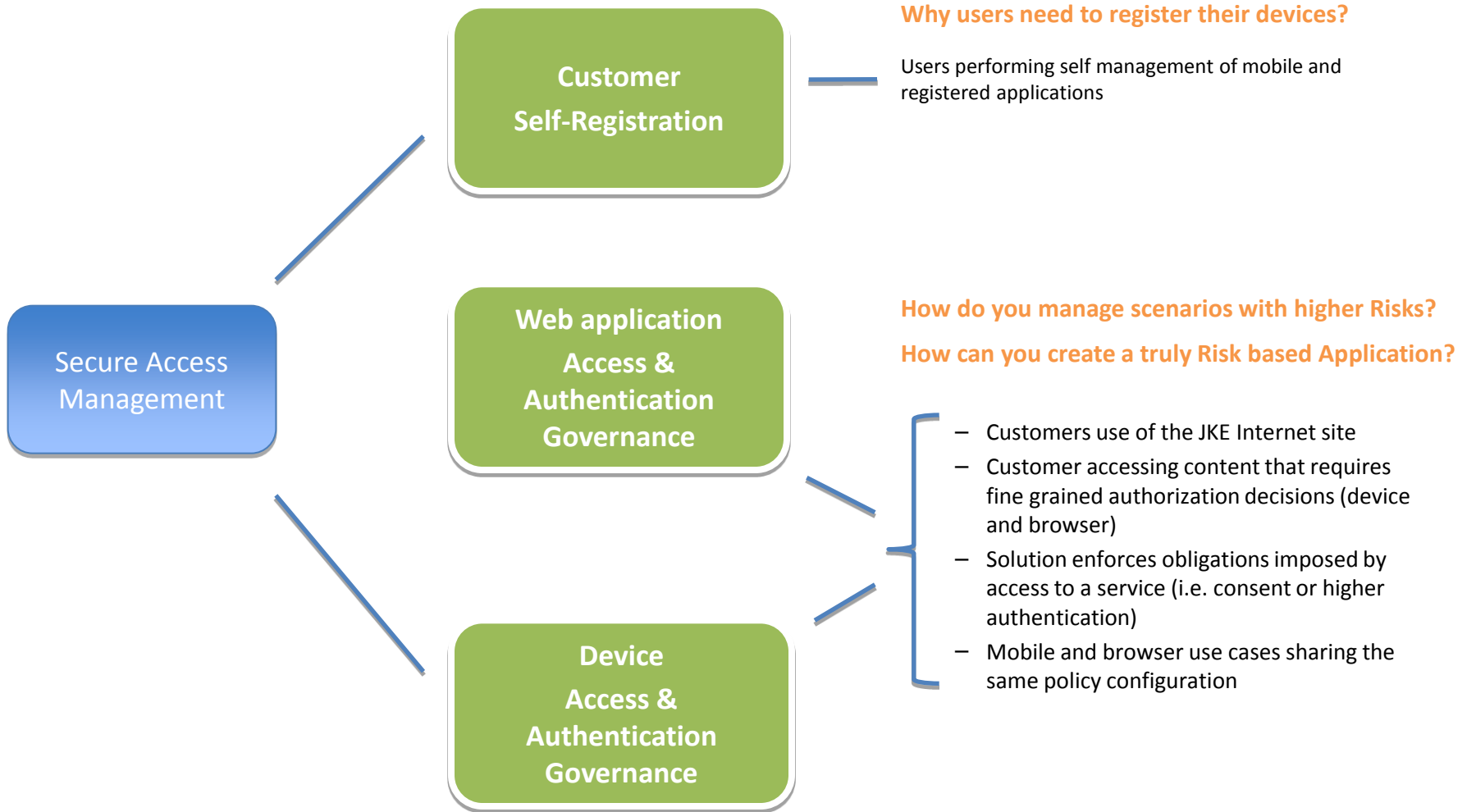
Mobile
Application
Management

Secure Access
Management



Scenario Context

- JKE Bank is a global financial institution serving clients across the world.
- JKE Bank provides a set of web-based, self-service applications, enabling its customers to access account information and other important services, minimizing the need to contact a call center or walk into a branch
- JKE Bank would like to build its brand image by revamping the digital experience on all their channels
- JKE is embarking on a transformation program to provide exceptional digital experience to their customers
- This would involve creating great user experience on their web portal, regardless of form factor, as well as offer specific services leveraging inherent capability of mobile devices





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Thank You