IBM SolutionsConnect 2014

A New Era of Smart

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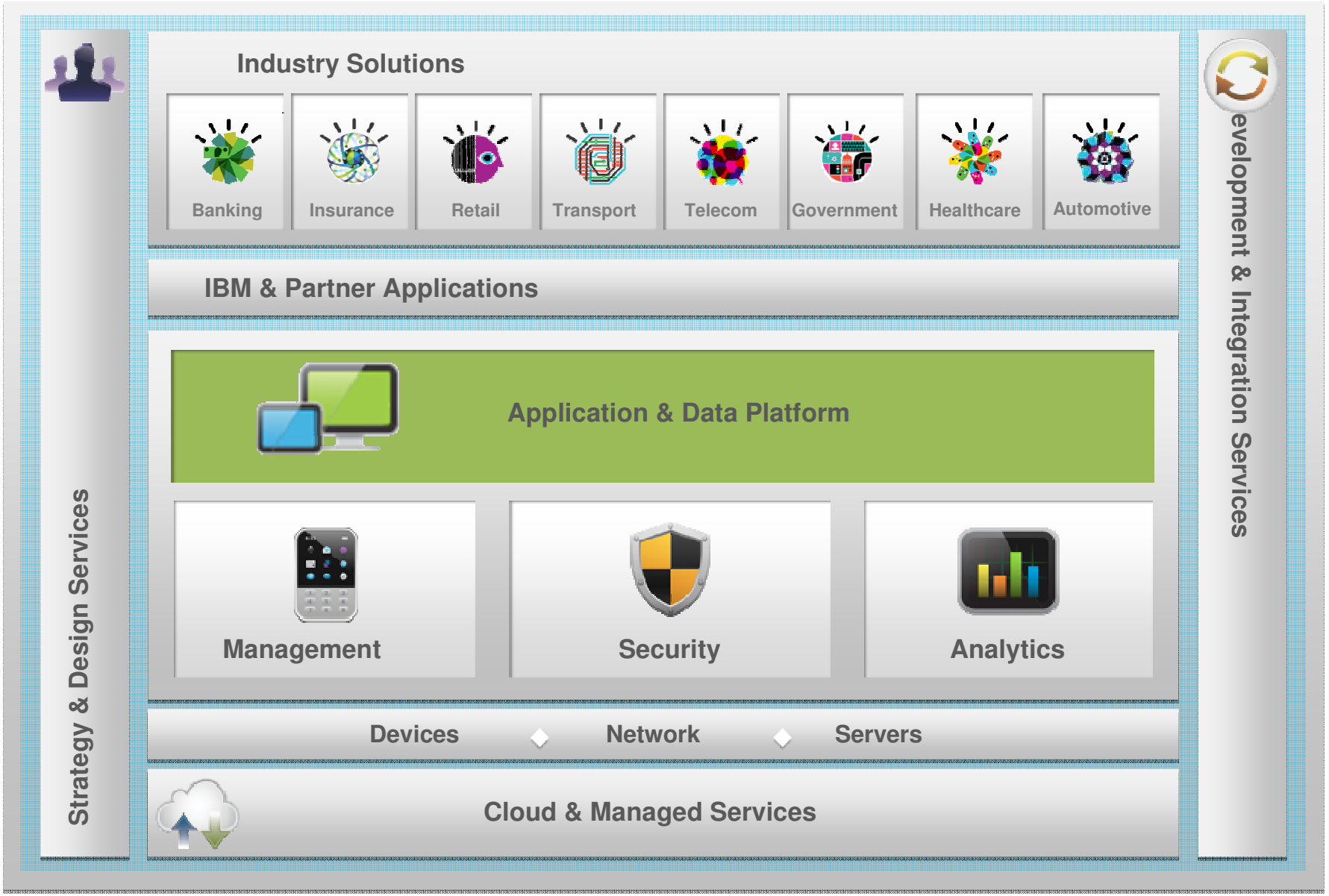
IBM SolutionsConnect 2014

A New Era of Smart

Enterprise Mobility Management

Steven Scheurmann
Mobility & Endpoint
stevenscheurmann@sg.ibm.com –
+65 9296 2449

IBM introduces the IBM MobileFirst offering portfolio



IBM Unified Device Management

Smartphones & Tablets

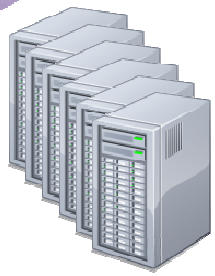
Mobile Devices

MaaS360

Mobile Apps

Endpoint Manager

SaaS, On-premise, or MSP
Integrated Reporting
Comprehensive Security
Lowest TCO



Endpoint Manager

PC's, Macs, POS, ATMs
On and off-network

Distributed Data Centers
Physical and Virtual

Patch Management

Lifecycle Management

Power Management

Core Protection

Security & Compliance

SW Usage & Analysis

Data Centers

Ad Hoc Analyses/ Tasks

Find and Fix problems in minutes across *ALL* enterprise computers and mobile devices

Overview

MaaS360® by Fiberlink, an IBM company

- **10 Yrs** in Enterprise Mobility Management
- **5,000** Customers Across All Verticals
- **97%** Customer Renewal Rate
- **Largest** Cloud EMM Revenue Base
- **Millions** of devices on MaaS360 platform

Industry Recognition

Gartner

FORRESTER®

INFO~TECH research group

//CODiE// 2013 SIIA CODiE WINNER

IDC Analyze the Future

NETWORKWORLD CLEAR CHOICE TEST

Diverse Customer Base

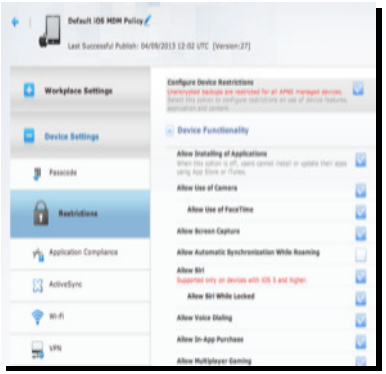
Manufacturing	Healthcare	Consumer	Financial	Others
DuPont	Pfizer	PVH	BNY Mellon	Charter
GM	AstraZeneca	Hanes	The World Bank	LinkedIn
Eastman	Forest Laboratories, Inc.	Nestlé	First Niagara	Exelon
Siemens	Alere	New Balance	The Hanover Insurance Group	Time Inc.
VMware	Vertex	Amway	Independence Blue Cross	Fluor

Comprehensive Mobility Management

The Essentials

- SMS, email, URL enrollment
- Email, calendar, contact profiles
- VPN and Wi-Fi settings
- Device feature configuration
- Policy updates & changes
- Inventory management
- Compliance reporting

Device Enrollment, Acceptable Use

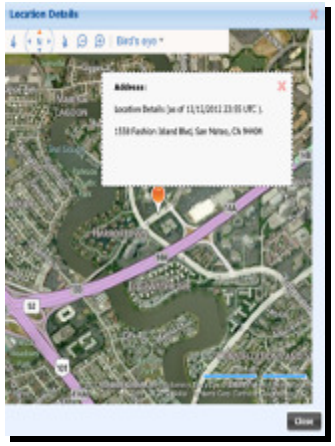


OTA Configuration

Advanced Management

- Mobile app management
- Document sharing
- Event-based policies
- Proactive expense controls
- BYOD privacy settings
- Shared device support
- Self service portal

Enterprise App Catalog



Location-based policies

7

Comprehensive Mobile Security & Productivity

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

- MaaS360 Secure Mail
- MaaS360 Application Security
- MaaS360 Secure Document Sharing
- MaaS360 Secure Browser

A Trusted WorkPlace container for seamless security and productivity

MaaS360: Core offers

MaaS360

MDM Suite (MDM, Mobile App Mgmt, Mobile Expense Mgmt, Content Cloud)
Secure Productivity Suite ("Container") (Secure Mail, Secure Browser, App Security, MAM, Content Cloud)
Mobile Enterprise Gateway (For Internal Browser, Docs, and Apps Access/VPN)
Secure Content Collaboration (Doc Mgmt, Mobile Edit, Sync/Share, Content Cloud)

Customer Use Cases

1. Best practice for iOS & Android adoption
2. BYOD and/or Apps
3. Compliance

Top 2014 Trend

4. Containerization of corporate content
5. User privacy from IT
6. BYOD for sensitive organizations / cultures

7. Access to internal resources from mobile
8. Content repositories
9. Intranet apps

10. Sales enablement (price sheets, etc.)
11. Line of business initiatives (board books)
12. Complete mobile content solution

How MaaS360 Works

Available On-Demand

1 ***Instant***

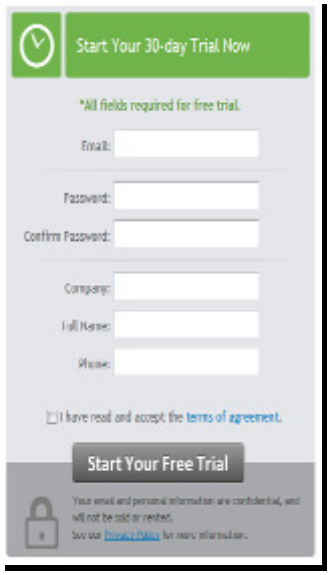
Access a free, fully functional trial for 30 days

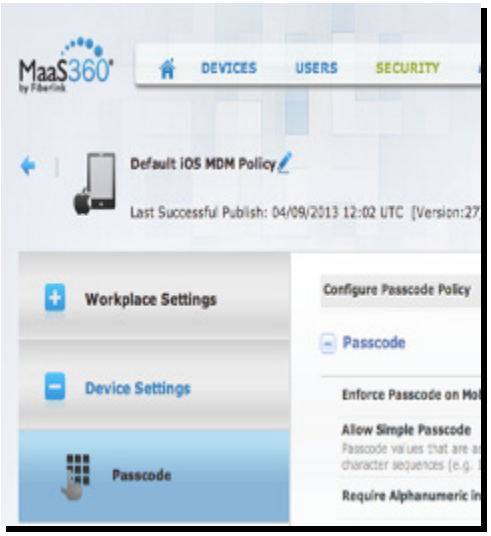
2 ***Easy***

Set up and configure your service in minutes

3 ***Mobile***

Manage and secure your devices, emails, apps and docs





maas360.com

MaaS360 Differentiation & Unique Selling Proposition

MaaS360

	Why MaaS360 is Better
MDM Suite (MDM, MAM, MEM, Content Cloud)	✓ On-demand. Setup in 10 minutes ✓ Best IT Usability and Integration ease ✓ Greatest and easiest scale
Secure Productivity Suite ("Container")	✓ vs. Good – MaaS360 better IT and User UX ✓ vs. Mobile Iron – uses partners (e.g., Divide) ✓ vs. Airwatch – late to launch
Mobile Enterprise Gateway (For Internal Browser, Docs, and Apps Access/VPN)	✓ Fully integrated and works in minutes ✓ Integration (LAN traversal) is the best ✓ Browser, Content, and Apps
Secure Document Collaboration (Doc Mgmt, Edit, Sync/Share, Content Cloud	✓ Airwatch over hypes, under delivers ✓ Mobile Iron is disjointed and incomplete

With IBM, unquestionably the broadest EMM and Mobile Security & Collaboration platform

IBM Eats Its Own Cooking!!!

- IBM enabled MaaS360 for internal use **5 days** after acquisition close
- Production Deployment on January 7th
  - ✓ More than **16,000** users registered within 24 hours
  - ✓ More than **25,000** users registered in first week
  - ✓ More than **200** users per hour on avg.
- Fewer than 100 helpdesk calls (less than **½ of 1%**)

MaaS360®
by Fiberlink, an IBM company

www.maas360.com

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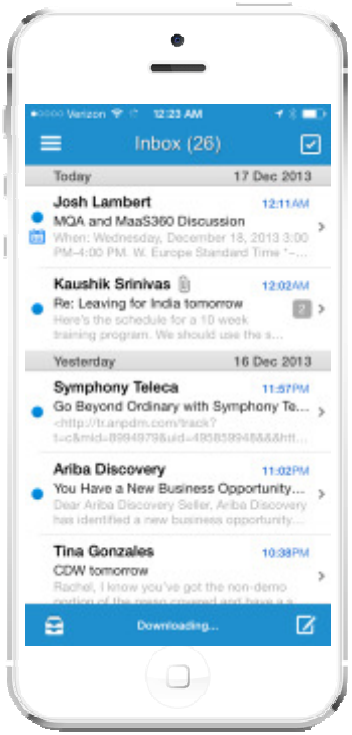
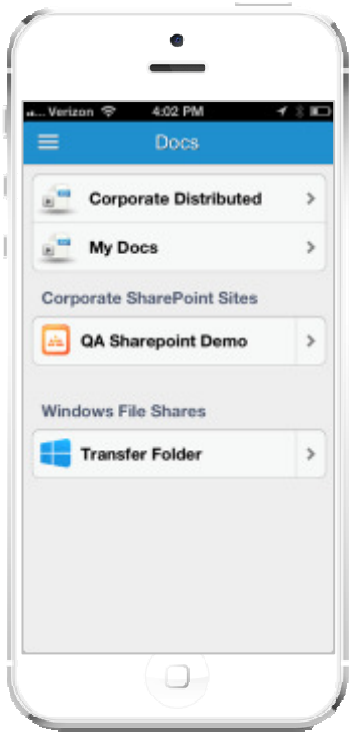
Additional Information

Plus, MaaS360 also powers user productivity

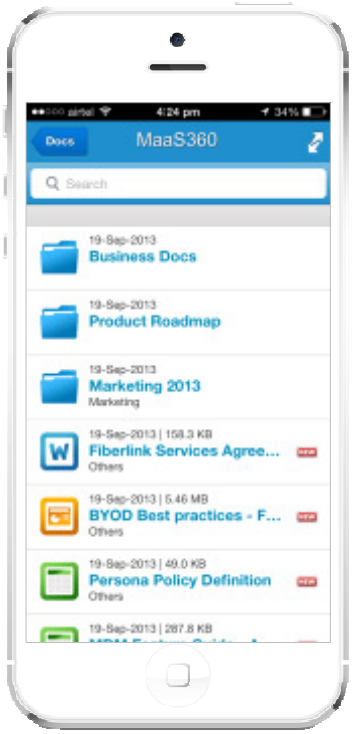
Mail



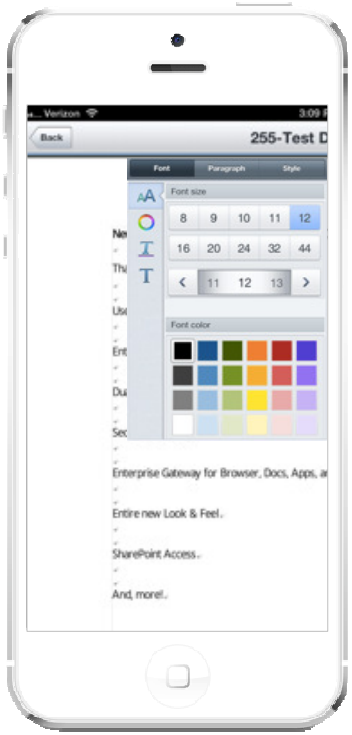
Content



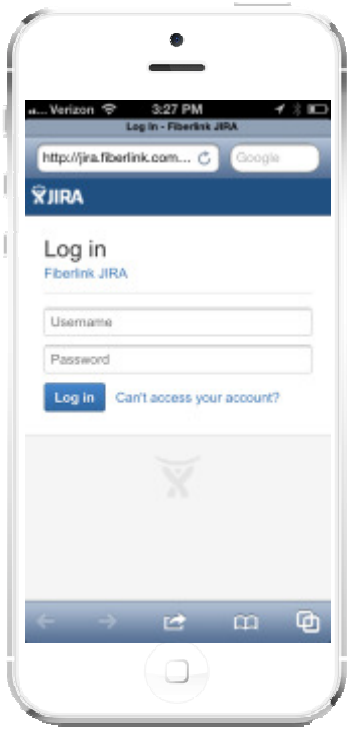
File Sharing



Editing

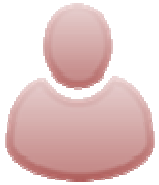


Intranet



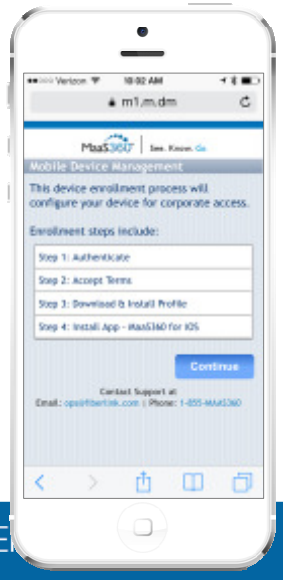
Simple Example

1 CFO with a personal iPad and iPhone

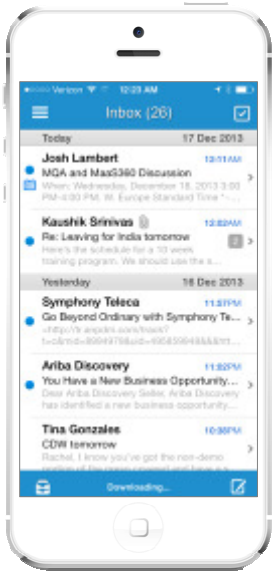


Want my email and latest financials plus our cool meting room scheduler app!

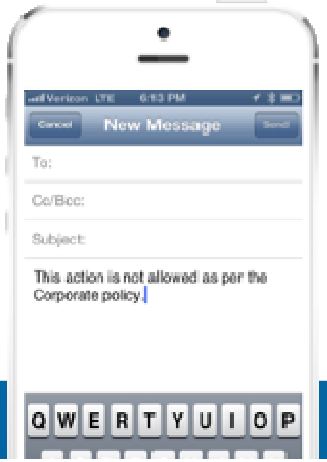
2 Install MaaS360 in <3 minutes and receive my policies from IT creating a MaaS360 Trusted Workplace



3 I can securely view/edit Board Minutes and my email



4 Security policies protect company content



MaaS360: Meets comprehensive customer use cases

MaaS360

Pfizer

TELUS

CAESARS ENTERTAINMENT

	Pfizer	London	Telus	Caesars
MDM Suite	✔	✔	✔	✔
SPS Suite		✔	✔	✔
Mobile Gateway			✔	✔
Secure Content				✔

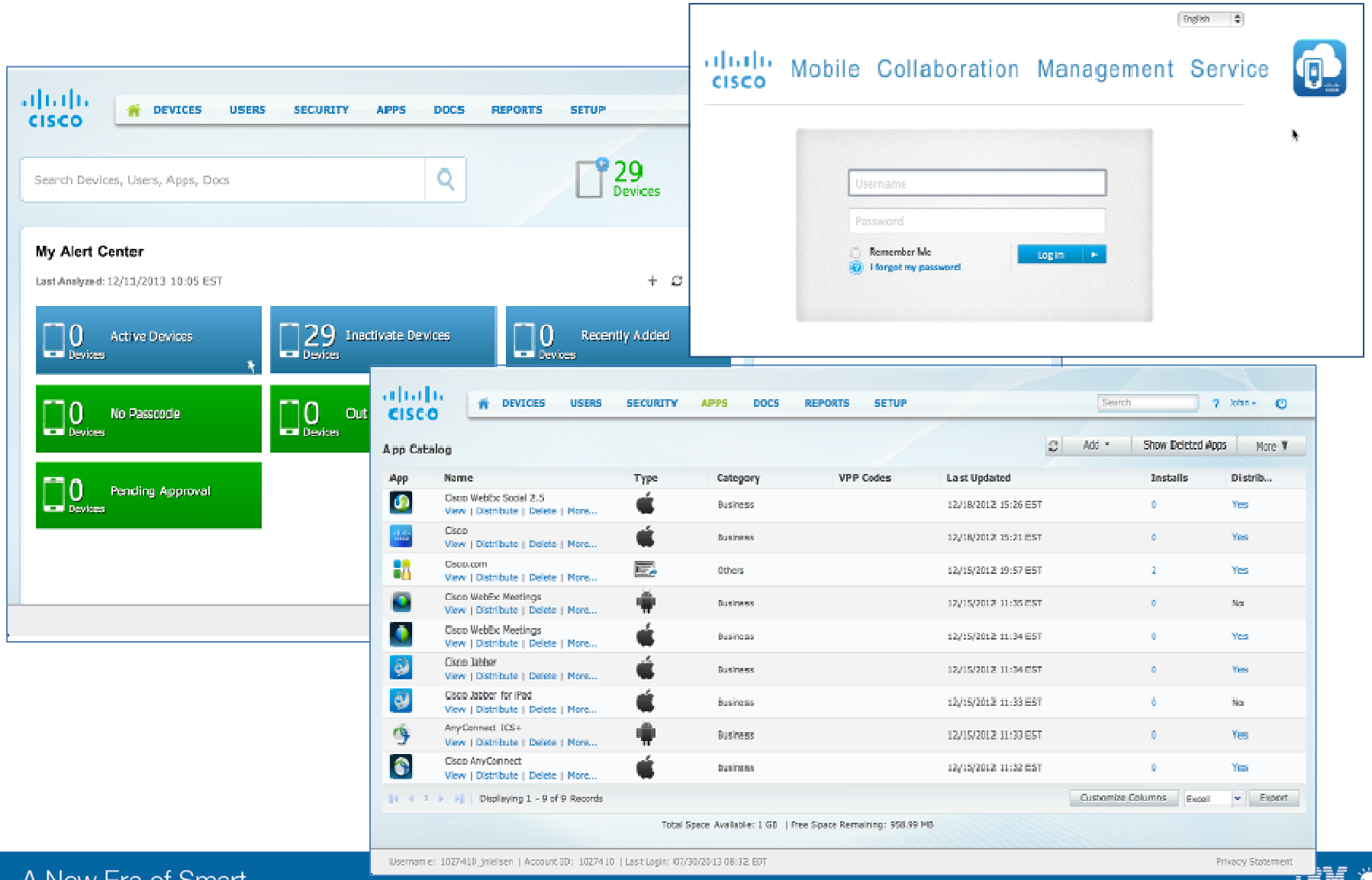
Pfizer *is using MaaS360 to manage and secure over 300 in-house mobile applications for over 50,000 corporate and BYOD users*

MaaS360 powered ***London tube concierges*** *helping speed over 4.5M riders (1) on their ways to the games on Aug 7th alone*

MaaS360 provides ***Telus*** *technicans with instant and secure mobile access to over 1,000 internal applications*

Caesars *has used MaaS360 to improve customer beverage delivery times over 80% to <4 minutes*

Example: Cisco MCMS Admin Portal



Example: Cisco MCMS Apps

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Thank You