

Mobility and Profiles

Tim Meehan

There are likely TWO
kinds of people here:

Those who are able to extrapolate
from incomplete data,

Welcome

and Thank You...

Tim Meehan

- Background in graphics
 - One of the first Mac users in 1984
 - Author
 - QuarkXPress
 - Desktop Digital Prepress
 - Adobe Photoshop
 - FinalCut Pro
- Apple Consultant Network (ACN)

Tim Meehan

- And a few other things I'll tell you about later...

Today's Topic: MDM

Mobile Device Management & Profiles

Just The Basics: What/How/Why/Where

How does it work? (It's Magic) Parts & Pieces of
Mobility

Solutions: Managing Our Miracles.

Review, Discussion, Q&A

You will leave here with:

A Basic Awareness/Understanding Of:

- Benefits, Features, Value
- Concepts & MDM Tools
- MDM Work Flow
- Available Solutions
- Where To Get More Information

MDM: What is it?

- Policy And Configuration Management Tool For Mobile Devices
- A Method Of:
 - Distributing Data To Devices,
 - Securing Against Data Loss
 - Works For Corporate-owned As Well As Personal Devices (BYOD)

Acronyms R Us...

- **MDM:** Mobile Device Management
- **MCM:** Mobile Content Management
- **MEM:** Mobile Email Management
- **MAM:** Mobile Application Management
- **MUM:** Multi-User Management
- **MOM:** Don't Forget To Call Your Mother Tonight.

MDM: Why?

- **Mobility Is The Future**
 - Everyone Is Mobile
- **Everyone** Wants And Uses Some Form Of Mobile Device
 - No One Can Escape It's Powerful Gravitational Draw

Mobility: It's The Future

- **I'm From The Future.** Trust Me.
 - In The Future Everything Is Mobility
 - As An Adjunct To Desktop
 - An Articulation Of Embedded Systems
 - **Oops**, You Aren't Supposed To Know About That Yet
 - Would You Please Have A Look Into This Device...
 - If You Can Still Remember What I Just Said, Please Stay Around After The Talk So I Can Re-neurolize You

MDM: Why? Control.

- **Corporate** Wants To Control (and Protect) The Content On Devices
 - Content Is More Valuable Than The Device It Lives On

MDM: Why? Control.

- IT Wants To Control How Users Interact With The Device
 - Liabilities And Productivity
 - Simplify The Experience, Yet Empower The User
 - (and reduce help-desk overhead)

MDM: Why? Control.

- **Apple** Wants To Control The Platform, And By Extension, The Market
 - You Are Getting Sleepy, You Feel Your Eyelids Becoming Heavy.
 - **You Need This Mobile Device.** You Cannot Live Without This Mobile Device. You Must BUY This Mobile Device. In Fact, You Must Buy MANY Mobile Devices...

MDM: Why? Security.

- **Protect Business Intelligence** (Not An Oxymoron)
 - Strategies
 - Finance
 - Marketing/Messaging

MDM: Why? Productivity.

- **Productivity** (Even In This Age Of Angry Birds, FaceBook & Words With Friends)
- People, Actually Working,
 - Remotely
 - On Efficient Hand-Held Mobile Devices
 - Welcome To The Future...

MDM: Parts & Pieces

- **Devices**
 - iOS
 - iPad, iPhone
 - OS X Portable (MacBooks)
 - New Stuff You Don't Know About Yet

MDM: Solutions

- **Apple**
 - OS X Profile Manager
 - iOS Configurator
 - iPhone Configuration Utility
- **Everyone Else**
 - See The Gartner "Magic Quadrant" White Paper

A first-person perspective from a hang glider. The glider's wing, with a tan and red pattern, is visible on the right. A person's arm and a blue helmet are in the foreground. A tablet is mounted, displaying a weather application with a rainbow and various data points. In the background, another hang glider with a red and white wing is visible against a clear blue sky. The landscape below is a vast, green, hilly area.

Benefits, Features, Value

Sample Use Cases

Sample Use Cases

Corporate

- Corporate Intelligence,
 - Sales, Strategy, Markets



Sample Use Cases

Medical

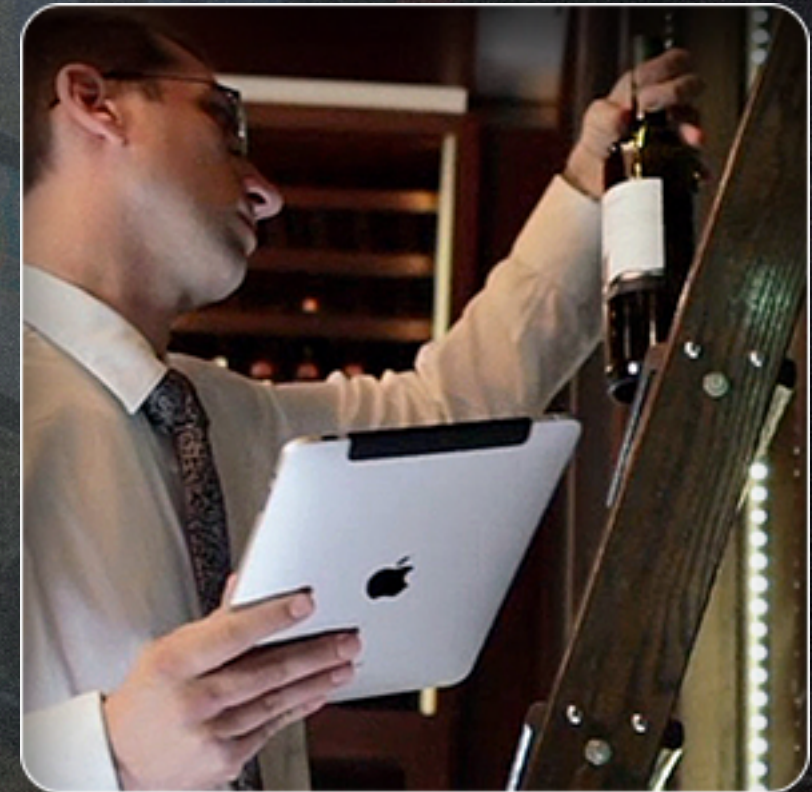
- Electronic Patient Records
- Specialized App Development
- Communication
- Reference



Sample Use Cases

Business

- Retail: Sales, Reports, Inventory
- Marketing/messaging
- POS/POP



Sample Use Cases

Civil Service

- Law Enforcement
- Fire Prevention
- Emergency Response



MDM: Process & Flow

- Getting Started With MDM:
Considerations
 - Number Of Units?
 - Level Of Control?

MDM: Process & Flow

- Purpose Of MDM?
 - Control...
 - Restrict...
 - Secure...
 - Publish...

MDM: Process & Flow

- Deployment & Management
 - Opt-in
 - OTA
 - Self-managed



Mobile Device Management

Deploying to
iOS Devices

(Nuts & Bolts)



Process Overview



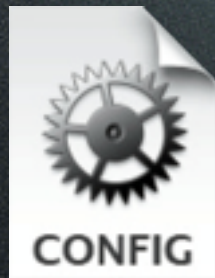
CONFIG

Process Overview

1

Configuration Profile
Sent to Device





- 1 Configuration Profile Sent to Device

Process Overview

- 2 User installs the profile to opt in to the device being managed.



MDM SERVER



FIREWALL



1

Configuration Profile
Sent to Device

2

User installs
profile to opt in

Process Overview

3

Device enrollment
takes place as the
profile is installed.
The server validates
the device and
allows access.

MDM SERVER



FIREWALL



APPLE PUSH



NOTIFICATION
SERVER



MACTECH

1

Configuration Profile
Sent to Device

2

User installs
profile to opt in

Process Overview

3

Device enrollment

4

Server sends push
notification
prompting device to
check in for tasks or
queries.

MDM SERVER



FIREWALL



MACTECH

- 1 Configuration Profile Sent to Device
- 2 User installs profile to opt in

Process Overview

- 3 Device enrollment
- 4 Push notification
- 5 Server sends commands or requests information.

iOS Device Management Solutions

Third Party Solutions

(Gartner's Magic Quadrant)

Gartner's Magic Quadrant

LICENSED FOR DISTRIBUTION

Magic Quadrant for Mobile Device Management Software

23 May 2013 ID:G00249820

Analyst(s): Philip Redman, John Girard, Terrence Cosgrove, Monica Basso

[VIEW SUMMARY](#)

Interest and adoption in mobile device management continues to grow at a fast rate, with companies looking for enterprise security and mobile optimization and enablement. Strong offerings go beyond policy to support enterprise mobile management.

Learn how Gartner can help you succeed

[Become a Client now](#)

EVIDENCE

1 Gartner Webinar, "Best Practices in Mobile Device Management," 18 December 2012

NOTE 1
OTHER NOTABLE MDM VENDORS

A number of vendors assessed for this Magic Quadrant were not included because they did not meet our criteria. However, many of them offer some type of MDM software or service. These include:

- Amel
- Apperian
- AppSense
- Aruba Networks
- AT&T (T-Mobile)
- Bit9
- Capricode
- Centrify
- Cloud
- Dell Kace
- Exostar
- Foxit
- Forcepoint Technologies
- Global Mobile
- IBM
- Juniper Networks
- Kirby
- Novos-Meraki
- Microsoft
- Mobile Active Defense
- MobileFrame
- MobileSecure
- MobileQuint
- Novell
- OpenPeak
- Portis
- Samsung SDS
- Seven Principles
- SilveradoMDM
- Smith Micro Software
- The Institution
- VMware

NOTE 2
DECISION CRITERIA FOR CHOOSING MDM SOFTWARE

Although the Magic Quadrant is the tool to use to help make a purchase decision, many clients ask what are the main criteria when deciding whether to purchase an MDM at all. Note 3 looks at the criteria for moving away from the use of EAS, but there are some additional criteria to consider when choosing an MDM solution. These include:

- Internal resources for management — Most MDM purchases are 500 devices or fewer. The size of the company doesn't really matter here as much

Market Definition/Description

Enterprise mobile device management (MDM) software is: (1) a policy and configuration management tool for mobile handheld devices (smartphones and tablets based on smartphone OSs), and (2) an enterprise mobile solution for securing and enabling enterprise users and content. It helps enterprises manage the transition to a more complex mobile computing and communications environment by supporting security, network services, and software and hardware management across multiple OS platforms and now sometimes laptop and ultrabooks. This is especially important as bring your own device (BYOD) initiatives and advanced wireless computing become the focus of many enterprises. MDM can support corporate-owned as well as personal devices, and helps support a more complex and heterogeneous environment.

[Return to Top](#)

Magic Quadrant

Figure 1. Magic Quadrant for Mobile Device Management Software

Source: Gartner (May 2013)

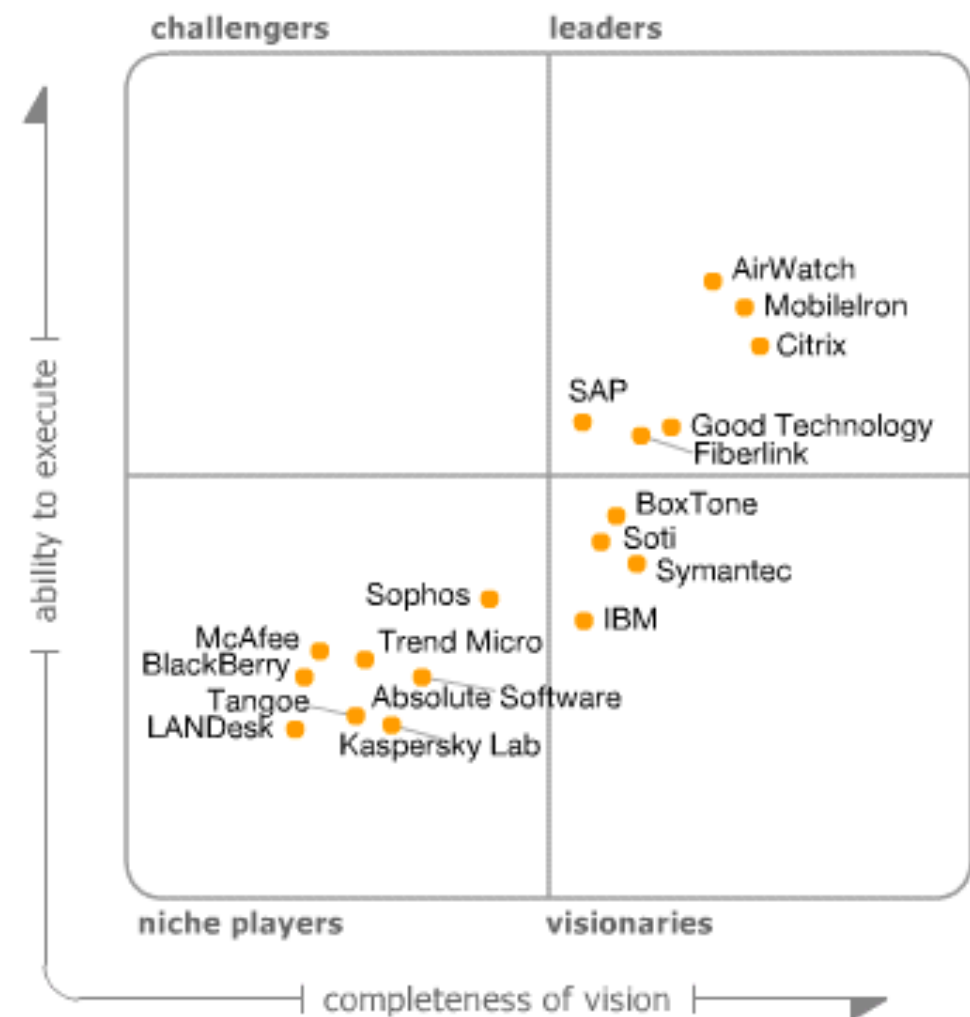
[Return to Top](#)

Gartner's Magic Quadrant

[Return to Top](#)

Magic Quadrant

Figure 1. Magic Quadrant for Mobile Device Management Software



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[Return to Top](#)

<http://www.gartner.com/technology/reprints.do?id=1-1FRG59X&ct=130523&st=sb>

Gartner's Criteria

Internal Resources For Management

Most MDM purchases are 500 devices or fewer.

The size of the company doesn't really matter here as much as the internal resource capabilities to manage devices.

47% of MDM sales are for fewer than 100 seats, so many SMBs are purchasing MDM software.

Gartner's Criteria

Complexity Of Data

Any enterprise data needs to be protected and managed.

MDM is a start, by enforcing enterprise policy around encryption and authentication.

Containers should be used to manage email and other mobile content, like file sharing, or enterprise apps, like sales force automation (SFA).

These are also delivered by MDM vendors.

Gartner's Criteria

Cross-Platform Needs

Companies will begin to support multiple OSs.

Today Apple dominates smartphone sales in the enterprise, users will want to bring a variety of other devices to work that MDM providers can manage in an integrated fashion.

Once your company has such a diverse environment, MDM becomes a necessity.

Gartner's Criteria

Delivery

Decide on whether they want MDM on-premises or in a SaaS/cloud model.

SMBs prefer the SaaS model because it reduces the cost and total cost of ownership, based on having hardware to support fewer users.

Large companies that are comfortable with the cloud model (usually in nonregulated markets) also are moving toward SaaS.

Gartner's Conclusions

FiberLink (MaaS360)

Long-term viability

Network of channel partners

Expertise and track record in
complementary markets

MAM security and containerization

Gartner's Conclusions

AirWatch

Strong Security Focus

Enterprise integration services encrypt traffic between servers and cloud

Web-based/Agent-based enrollment

Detailed policy settings

Easily scalable

Gartner's Conclusions

MobileIron

High visibility and adoption in MDM market

Rich mix of partnership relations/
distribution channels

Strong international presence

Comprehensive lifecycle management

Strong reporting and dashboard
capabilities

Gartner's Conclusions

Good Technology

Understanding of enterprise mobility compliance and security issues

Strong security capabilities, strong implementation of containerization

Strategic oartnerships with major telecomm vendors

Large installed base in regulated sectors

Govt, finance, public, healthcare, professional services

Gartner's Conclusions

Zenprise

Viability as a point solution provider, putting it at the bottom of the range of high performance in this market

Container solutions to operate locally on mobile devices, as well as to be accessed in the cloud.

Application-blacklisting technique works across Apple iOS and Google Android devices.

Secure Web gateway integrates with Blue Coat, Palo Alto Networks.

iOS Device Management Best Practices

Start With The Apple Solution(s)
(They're Free)

Find The Features You Need

Find The Product That Works
(For You)

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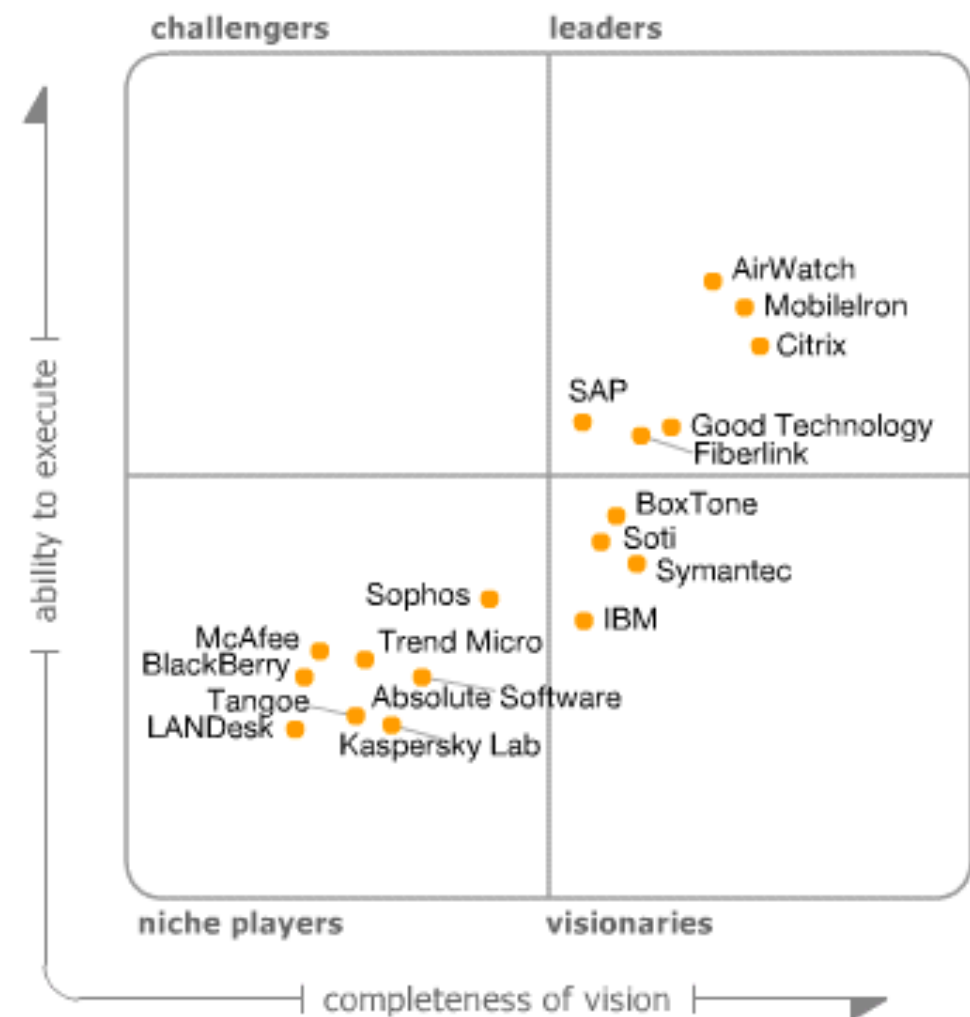
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[Return to Top](#)

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Acknowledgements/Resources

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- Stock Photos: **Apple**
- iOS/MDM Reference: **Apple, Gartner**
- Opportunity: **MacTech**
- **You**

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kinds of people here:

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binary numbering
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