



LOOKING BEYOND MOBILE DEVICE MANAGEMENT TO MOBILE APPLICATION AND ENTERPRISE MOBILITY MANAGEMENT

Abstract

The increasing possibilities that come from deploying mobile solutions in the workplace are now counter balanced by an exponentially complex ecosystem of options that can make navigating the corporate mobile landscape challenging – and risky. While organizations are rightly deploying mobile device management solutions as means to secure their mobile devices, there is much more to be done. This executive insight examines the needs for organizations to deploy a holistic enterprise mobility management solution that goes well beyond mobile device management.

A WALK DOWN MEMORY LANE

The proliferation of mobile devices in the workplace – whether they be smartphones or tablets – continues to radically change the way employees are able to communicate and collaborate within the workplace. Since the advent of the BlackBerry just over ten years ago, there are now hundreds of mobile device options that people can use to access corporate systems – most notably email – wherever and whenever they may need to, and hence drive their personal productivity and accelerate the velocity of their business. Today, mobile email has now become nearly ubiquitous (supported by over 90% of companies recently surveyed) and an expected tool for the Generation Y workforce.

The last 18 months (in conjunction with the broad and accelerating adoption of tablets), have also been highlighted by an important shift where organizations are now increasingly looking beyond just mobile email to create and deploy a wide

variety of applications that connect to the organizations' back end systems and help mobilize internal business processes.

UNDERSTANDING ENTERPRISE MOBILITY MANAGEMENT

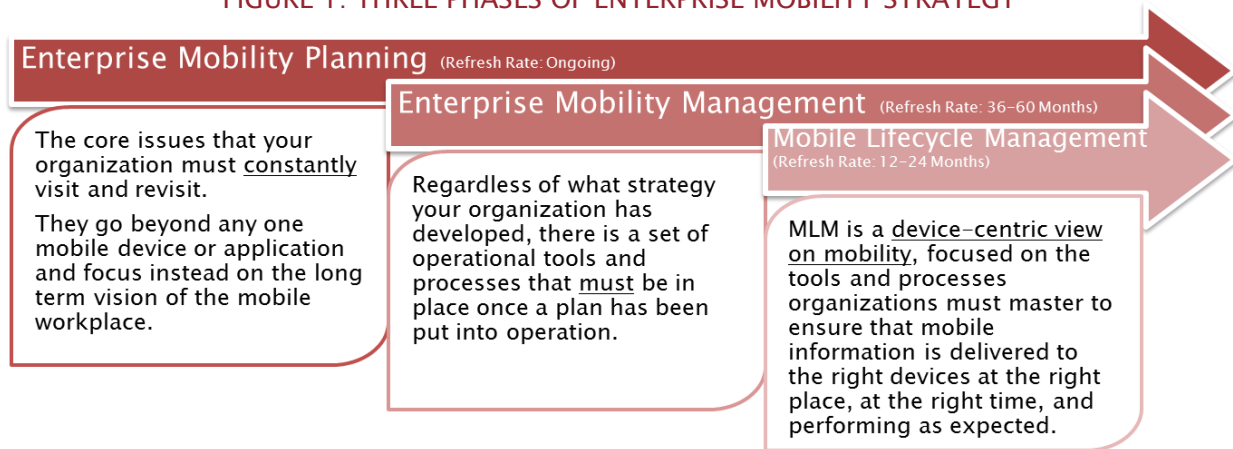
As enterprise systems reside behind company firewalls or run on a cloud-based infrastructure, IT and line of business decision makers increasingly recognize a new set of risks. While there is tremendous power and convenience in having anytime, anywhere access to the data that is stored in these systems, the highly mobile workforce faces a number of new challenges, most notably the greater need for information loss protection and prevention.

In order to address these potential risks, IT decision makers are now turning to "mobile device management" solutions to secure all the individually and corporate liable devices that are accessing corporate data. The problem is that the term Mobile Device Management is often misused – and ultimately misunderstood – in the marketplace.

Mobile Device Management is now being used as an umbrella term for all things related to mobility management. Unfortunately, genericizing any term often results in a loss of focus and clarity in the issues at hand. Specifically, in the context of "mobile device management," we forget enterprise mobility management, which includes:

- **Mobile Inventory/Asset Management:** The ability to have the most basic awareness of which devices are connecting into corporate systems;
- **Mobile Application Management:** The ability to add, remove or update custom or third party applications in a centralized fashion;
- **Mobile Security:** The deployment of solutions for anti-virus, anti-malware, authentication, encryption, etc. to ensure information loss prevention;
- **Wireless Expense Management:** Pro-active management of wireless carrier expenses, as well as the inter-departmental chargebacks for both individually and corporate liable devices;
- **Mobile Operations Management:** The ability to monitor the status and health of the various systems (BlackBerry Enterprise Server, email servers, databases, application servers, etc.) that will be used in the mobile solution to pro-actively manage (and prevent) incidents and/or system downtime;
- **Mobile Help Desk:** Systems for opening, managing and resolving incidents and trouble tickets specifically related to mobile deployments.

FIGURE 1: THREE PHASES OF ENTERPRISE MOBILITY STRATEGY



Source: The Enterprise Mobility Foundation

Much like the OSI Networking Model, these six other areas of mobility management should be considered above and beyond true mobile device management (and yet still only as a part of a comprehensive enterprise mobility strategy) as they complete the overall view of what enterprise mobility consists of: hardware, software, operations and services.

SO WHAT IS MOBILE DEVICE MANAGEMENT?

Mobile device management should be considered – in its purest form – to be specifically managing the physical mobile device as a means for IT departments to ensure that the hardware is performing in line with its expected specifications and configurations. This is separate from ensuring the proper and expected performance of any single application or the network(s) the devices may be connected to (WWAN or WLAN). Specifically, **mobile device management is part of mobile lifecycle management**, which includes (like most other IT hardware lifecycles) the procurement, operations, retirement and replacement of mobile devices. Mobile device management should hence be considered the operations component of the mobile hardware lifecycle.

Even in the context of individually liable mobile devices, where the workplace is allowing employees to procure their own smartphones and/or tablets, mobile lifecycle management and mobile device management should be considered must haves within the workplace. Because of the dual nature of individually liable mobile devices – where IT departments will still need to be responsible for managing the corporate data that resides on any mobile device – organizations

will benefit and find value from leveraging mobile device management solutions...but will reap the greatest benefits when they combine mobile device management and mobile lifecycle management solutions as part of a broader reaching mobility management initiative.

SEPARATING MOBILE APPLICATION MANAGEMENT

Another example of why organizations should recognize the difference between mobile device management and other components of mobility management is applications. Applications – whether developed in-house or purchased from third-party ISVs – will have their own development and deployment strategy.

Firstly, any one application could be accessed on more than one device by the same individual. Additionally, updates to any one application will most likely be on its own revision and lifecycle – separate from the typical 18–24 months that a non-rugged mobile device will be in service. Additionally, organizations will want to ensure that there are security measures in place at the application level that are separate from what will be implemented at the user or device level. These are some of the most basic examples that illustrate the distinction between mobile device management and other components of enterprise mobility management.

CONCLUSION AND RECOMMENDATIONS

Mobility is evolving and expanding at a frenetic and accelerating pace. However, the increasing possibilities that come from deploying mobile solutions in the workplace are counter balanced by an exponentially complex ecosystem of options that can make navigating the mobile landscape challenging – and risky.

The proliferation of individually liable devices in the workplace is also causing a knee-jerk reaction from IT departments that feel compelled to deploy mobile device management solutions as a means to “secure” those devices. In stead, **The Enterprise Mobility Foundation strongly recommends** that organizations take a step back to look beyond just mobile device management, to mobile application management and most importantly their holistic enterprise mobility strategy to develop a 360 degree view on the opportunities and challenges that mobility can bring to the workplace.

ABOUT THE ENTERPRISE MOBILITY FOUNDATION

The Enterprise Mobility Foundation’s mission is to be the global community builder and evangelist for showcasing the value of successfully deploying and managing mobility solutions within organizations in the public and private sector. The EMF is supported by organizations including its founding supporters: Tangoe and Zenprise. These and other friends of the Foundation respect our responsibility to independently pose questions, find and present answers and address issues as they are.

For more information on The Enterprise Mobility Foundation, please visit <http://www.theemf.org>.