



Empowering the Mobile Workspace

A whitepaper on Mobility-as-a-Service - MobiDM

Organizations of all sizes are increasingly challenged to secure and manage employees' mobile devices, including applications and data residing on them, without having to build, install and maintain their own solutions. MobiDM allows organizations to begin provisioning and securing devices in minutes while realizing a significant ROI.

Executive Summary

Today, we are in the midst of a reality where workers use privately owned mobile devices. These are rapidly joining corporate ecosystems, and while they have the potential to enhance productivity and help balance work and private life, this consumerization can also cripple IT, creating all kinds of nightmares for the business. Nevertheless, banning or limiting mingled usage of personal and company owned devices is no longer an option. Enterprises have begun to realize that facilitating freedom of choice is a strategic necessity that reaches far beyond IT, touching strategic business issues such as employee productivity and corporate responsibility. The main challenge voiced by customers and leading analysts is that companies lack the ability to execute on this promise. This is the very essence of the Mobility-as-a-Service solution - MobiDM – *Empowering the mobile workspace!*

Top reasons for choosing MobiDM:

- Ensuring reliable mobile device security
- Eliminating up-front development, equipment and staffing investments
- Providing a clear, predictable cost of ownership
- Enabling IT staff to focus on revenue generating activities
- On-Demand empowerment of your mobile workforce

The purpose of this whitepaper is to provide insight into our MaaS solution and the strategic decisions we took as a company to bring to the market an innovative solution that fills the gap. Join our satisfied customers to experience first hand our claim to fame!

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Today's Mobile Workforce Landscape

As workplaces become increasingly mobile, with employees of all types using company issued and personally owned mobile devices to perform their jobs, managing and securing these devices has become a mission-critical task. Workers are increasingly distributed and mobile, no longer confined to working with 'always-connected' devices. Younger and more tech-savvy employees (Generation Y) have more expectations from IT than Baby Boomers when it comes to mobility.

IT departments struggle to support a huge array of devices, OSes, and applications, however, new devices often end up conflicting with corporate standards and security policies. IT managers are keenly aware of the need to ensure the security of their information from back-end to the frontlines. As it relates to mobility, they must protect against security breaches that might occur if mobile devices are misused, stolen or penetrated by cyber criminals. Safeguarding the integrity of data collected and maintained in the course of doing business is not just a good and necessary business practice, but in many cases it is required by industry or government regulations.

IT organizations have given up on trying to deliver a uniform solution that aims to serve all workers but end up under-serving most. Employees routinely bring their own devices into the IT department asking for support with integration. While management executives often choose BlackBerry for easy access to mobile mail, field service professionals are more likely to use ruggedized Windows Phone devices. Either way, companies are more prone than ever to allowing employees a greater degree of choice when it comes to customized device support. In particular younger employees are more likely to receive these types of services as one form of incentive.

This challenge is not unlike the challenge IT departments faced when desktop PCs and later notebooks first appeared on the scene. It's a bit more complicated though given the rapid mobile worker population growth rate in today's enterprises (projected by some to exceed 70 percent of the US workforce by 2011). Next to that, the growing diversity of mobile devices, applications and wireless connectivity in use, and the lack of mobile technology skill sets in many IT departments, and the extent of the burden these challenges present becomes apparent.

Organizations have embraced mobile technology because it delivers clear and compelling benefits including increased employee productivity, reduced operational costs, improved data collection and accuracy, the ability to seize opportunities where and when they present themselves and to strengthen relationships with customers and business partners.

Mission – Mobile Made Easy!

With these challenges and market developments in mind, we set out to deliver a world-class solution that is robust as it is easy, and affordable as it is scalable. We regard our solution, MobiDM, as a Mobility-as-a-Service (MaaS), since it goes beyond characteristics of a SaaS or PaaS.

MobiDM was launched to make it easy and affordable for organizations to address this critical challenge through the creation of a hosted, Mobility-as-a-Service (MaaS) mobile device management solution powered by Sybase iAnywhere mobile device management and security technology. Sybase is regarded today by firms such as Gartner, IDC and Forrester as the leading multi-platform device management vendor, MobiDM provides on-demand, ready-to-go, comprehensive device management and security services that ensure that mobile data and devices are up-to-date, reliable and secure. We are continuously committed to working with additional leading vendors and niche players in order to meet tomorrow's market demands. Our MobiDM middleware architecture allows for integrating additional mobile technology into the service thereby extending the reach to even more mobile users.

Drivers for Demand

Enterprises, operators, system integrators and hardware manufacturers have been voicing the need for solid managed services that would enable them to offer their customers mobile device management and security quickly and easily without the need to install and manage any hardware or software. Essentially, these companies were looking for simplicity, reliability and a low total cost of ownership.

These companies clearly lacked the mobile technology skill sets and other resources required to create and maintain their own solutions, let alone those of their customers. Moreso, they needed to focus their available resources on their own core business.

The Three Big Issues

In the first place, enterprises need a solution that would allow them to be flexible in supporting different mobile platforms and not strain customers or require them to hire employees to manage the mobile management and security solution.

Second, companies need a solution that provides easy-to-use, transparent functionality to enable enforcement of security policies, over-the-air software distribution and application and data updates. This solution should also provide device configuration monitoring and enforcement, multiple device support and the scalability to support the ever growing number of devices in use in today's enterprises.

Last but not least, it would be great if such a solution would offer the above without requiring an upfront investment.

Imagine these issues were solved by one solution. MobiDM is regarded by industry leaders and analysts as that very solution. The MobiDM platform supports this unique proposition.

A Closer Look at MobiDM

In conceptualizing this managed solution, we envisioned a mobility management infrastructure with a Web portal interface that would utilize a SaaS delivery model and be as easy to use as a typical electronic banking solution while providing a clear, predictable cost of ownership.

A proven, robust and scalable mobile device management product to power MobiDM is critical to success. A dozen different options have been explored. The conclusion is that only Afaria from Sybase iAnywhere can deliver the range of functionality, the multi-platform support and the ability to mesh well with the MaaS strategy MobiDM offers.

MobiDM consists of a portal interface to a platform which includes client software running on the handheld devices which connect to the highly scalable VMware virtual servers at consolidated server farms via a variety of wireless connections including IP and SMS. The MobiDM infrastructure can be hosted at our co-location or yours.

Your Portal to Success

We established a unique relationship with Sybase in which we collaborate in the development process offering a combined winning solution that meets customer needs and cost effectively. Besides Sybase we also partner with telecom operators, independent software vendors and ICT integrators to deliver managed mobility services to the enduser. Our philosophy is to bring innovative mobile solutions that inspire and involve our partners.

Join Our Satisfied Customers!

Here's what our customers say:

Eric van Daatselaar, [Solution Portfolio Marketeer] of Vodafone Netherlands says, *"MobiDM is a vital part of our Windows Mobile E-mail proposition – a SaaS solution aimed at our SME customers. MobiDM gives us the opportunity to offer our customers control, management and security over all their smartphones out in the field including the settings of mobile connectivity from the smartphones to the ICT environment. MobiDM supports the productivity of the mobile employees for an attractive cost per month. So naturally, Vodafone Netherlands is very enthusiastic about MobiDM!"*

Edwin Pastoors, data and telecom manager of ONVZ, a Dutch health-insurance company, comments, *"We were looking for a solution to secure and manage our smartphones. In MobiDM we found the solution. The software has minimum impact on the device performance and is very user friendly. We were also attracted by the company's business model which requires no upfront investment or any maintenance on our part. We are very satisfied with the service."*

Sources: Sybase, Forrester Research