TOP 10 REASONS TO CONSIDER VMWARE AIRWATCH SOLUTIONS

WHAT IS ENTERPRISE MOBILITY MANAGEMENT?

A FOCUS ON BUSINESS PROTECTION

As the volume and variety of mobile devices surge, so do expectations among end users and line of business leaders to put these devices to work as tools for productivity and a competitive advantage for the enterprise.

The emerging challenge for IT administrators is to manage mobility in the enterprise, to make sure corporate data is secure, to ensure that the existing infrastructure is compatible for today's mobile environment, and to provide a management solution that is adaptable to changing business needs.

With an enterprise mobility management platform, organizations can integrate their mobile devices—whether personal or corporate-owned—into a management framework that includes security, identity, application, and content management.

Mobility Management Made Easy for the Enterprise

While mobility has become mainstream for end users and line of business leaders in the enterprise, managing the tidal wave of devices and expectations is no common feat for IT.

End users expect their mobile experience to be simple and convenient; they want a seamless experience, self-service access to applications and content, and the freedom to choose the most powerful and up-to-date devices. Line of business managers expect mobility to provide a competitive edge—often driving the impetus to move business-operations, employee-facing, and customer-facing applications to mobile platforms.

Consequently, with the proliferation of mobile devices across the enterprise, business mobility has emerged to shape new organizational priorities—to innovate faster, to engage customers and empower employees, and to protect the brand and reputation. Achieving these priorities requires a brave new model of IT that is instant, fluid, and secure; and VMware software and services make it possible.

Only VMware spans mobile, desktop, and infrastructure to support innovative business strategies while protecting IP, data, and business operations. It's how we help our customers realize business mobility and arrive at critical business outcomes, such as enterprise mobility management (EMM).

AirWatch is the Answer

Gaining control over the proliferation of devices through unified security and management is a key first step. The VMware AirWatch® Enterprise Mobility Management platform provides IT with an opportunity to enable business process transformations, drive new revenue streams and create memorable new ways to connect with customers. Consider the following 10 reasons for choosing AirWatch as your mobility management solution:

1. Unique Vision for Mobility Management

AirWatch has established a unique vision for enterprise mobility management: to provide industry-leading identity, productivity and collaboration solutions that enable end users with a seamless digital workspace from any device. We empower IT with a future-proof mobility platform that provides the flexibility to manage multiple use cases, unified management of endpoints, end-to-end security from devices to data center and seamless integration across enterprise systems.

2. Tried and Trusted

Before you give your trust, your technology partners must earn it. Our relationships with customers worldwide, recognition from top industry analysts, and respect from strategic partners all add up to make AirWatch the most trusted EMM vendor in the market.

UPWARDLY MOBILE

- In a survey of business mobile strategy leaders, 81%* stated that mobile capabilities are fundamentally changing the way their organizations do business.

- 90%* of those mobile strategy leaders surveyed are looking to sustain or increase their investments in mobile technologies over the next 12 to 18 months.

- 84%** of CIOs rated mobile solutions as a critical investment to get closer to customers.

- 94%** of CMOs ranked mobile applications as crucial to their digital marketing plans.

* "The "upwardly mobile" enterprise," IBM Global Business Services, 2013.

** "The Individual Enterprise," IBM Institute for Business Value, July 2014.

Customer base: Over 16,000 organizations— in more than 150 countries throughout the world—representing all vertical markets, depend on AirWatch to drive business mobility for their enterprise.

Analyst recognition: Gartner annually positions EMM providers based on their ability to execute, and completeness of vision. Recently, Gartner positioned AirWatch as a leader for the sixth consecutive year. And this year, we've been positioned highest in both ability to execute and furthest in completeness of vision.

Strategic partnerships: AirWatch has forged partnerships with device manufacturers, operating system providers, mobile operators, system innovators, distributors and resellers, and independent software vendors (ISV).

3. Global Presence

AirWatch serves the largest customer base in the industry, with customers in 150 countries. And our platform is prepared to support global deployments within a single console with our multitenant architecture.

Global network: The AirWatch global network of technology experts pulls from the collective experience and best practices from over 16,000 successful deployments. Our services team provides new and existing customers with accelerated deployment services, health checks, upgrade and consulting services.

Local solutions: The AirWatch console, application suite and self-service portal are available in 19 languages to support your global workforce with localized solutions. Additionally, our global services and support team backs your IT department around the world.

Global data centers: AirWatch delivers our hosted deployments with a network of global data centers, best-in-class technology and strict security policies that ensure data is protected.

4. Our Unified Platform

End users will gravitate toward the devices that make them most comfortable, and consequently most productive. And that means they are choosing from smartphones, tablets, and laptops across Android, Apple iOS, BlackBerry, Chrome, Mac, QNX and Windows platforms.

With AirWatch, you get a comprehensive mobility management platform, allowing unified management of endpoints across all platforms and the flexibility to address any use case your organization may encounter.

Unified endpoint management from AirWatch includes the broadest OS- and device-type support available, including same-day updates. It is a platform that scales to support organizational growth to serve a more mobile workforce and customer base.

5. Our Integrated Productivity Applications

Pursuit of productivity is the energy driving the mobility movement and AirWatch delivers key business applications to help end users maintain productivity while on the go. AirWatch provides a path for transitioning key business processes to mobile devices through productivity applications and our app ecosystem.

B. Braun
German medical products company B. Braun Melsungen AG wanted to provide employees with anytime, anywhere access to company email and corporate resources. Using AirWatch as its EMM solution, B. Braun has since deployed more than 9,600 iOS devices, specifically iPhones and iPads, to employees around the world. About 2,300 of these devices are employee-owned.

"AirWatch enables us to easily address privacy concerns with BYOD in our organization. Our employees are now able to use personal devices to access corporate email, data and more from anywhere in the world."

Martin Runkel
Head of Architecture and Development
B. Braun Melsungen AG

With VMware AirWatch® App Catalog™, users can view and download native, web, Windows and virtual applications. And in addition to supporting a large ecosystem of business applications, AirWatch provides a suite of productivity applications. AirWatch also enables enterprises to deploy key business applications through our application partner ecosystem, AppShield. For organizations developing custom internal applications, AirWatch extends core security and management capabilities required by organizations through two different AirWatch solutions: the VMware AirWatch® Software Development Kit™ and apps developed following App Configuration for Enterprise documentation.

6. Our Management Framework for BYOD

End users want the freedom to choose the most powerful and up-to-date devices available. And it's become increasingly apparent that users are more productive when they are working on the devices of their choice. That's why AirWatch management framework is designed to support all major mobile platforms, enabling organizations to establish a comprehensive and secure bring your own device (BYOD) program for their workers.

In addition to supporting device choice, AirWatch makes it easy for employees to enroll their devices without assistance from the IT department. Customizable privacy policies allow IT to separate corporate and personal data on devices, based on ownership type. Even more, with custom terms of use agreements, users can be informed about data that will be captured and policies around device usage AirWatch empowers employees to self-manage their devices through our self-service portal. Using VMware Socialcast®, an enterprise-grade social network, users are able to provide peer-to-peer education to help with troubleshooting common issues. Consequently, AirWatch solutions enable organizations to implement a complete BYOD program without requiring additional IT resources.

7. Our End-to-End Security

End users want the freedom to choose the most powerful and up-to-date Enterprise mobility solutions that foster access to corporate resources must also protect those resources. AirWatch provides end-to-end security from devices to the data center. At the device level, AirWatch ensures security through end-to-end encryption, user authentication and restrictions. At the user level, AirWatch solutions help ensure only trusted user identities are able to access corporate resources through user authentication and adaptive access policies with VMware Identity Manager™. Sensitive app data is protected through advanced data loss prevention (DLP) policies, including open-in, copy/paste, sharing restrictions and more. Mobile connections into backend infrastructure are secured through per-app VPN, or per-app VPN along with VMware NSX™ micro-segmentation for further isolation.

8. Our Powerful Automation Tools

IT managers are consistently challenged to deliver more for the business without additional budget or resources. Mobility management shouldn't become a further burden that diverts resources or forces IT departments to add staff. AirWatch eases the IT strain through powerful automation engines.

With dynamic smart grouping, IT managers can link assignment policies and access into user and device attributes, which automatically update as attributes change. The AirWatch compliance engine continuously monitors devices and performs escalating actions to enforce and restrict noncompliant devices from disrupting business critical operations. If a device is ever detected as noncompliant, preconfigured escalating actions are performed automatically, and in most cases the end user will be notified of policy violation and remediation steps. For advanced reporting, over 80 preconfigured reports are available within the AirWatch console for export on a defined schedule or on-demand.

9. Our Scalability for Growing Businesses
Enterprise mobility demands a platform that scales to support new processes, serving your increasingly mobile workforce and customer base. With AirWatch, you can seamlessly scale as your business grows and your mobile initiatives evolve. For instance, our scalable design enables you to support your entire global deployment within a single console with our multitenant architecture. IT can delegate management across geographies, divisions, and departments with role-based access controls. Additionally, the AirWatch console, application suite, and self-service portal are available in 19 languages to support your global workforce, and our global services and support team backs your IT department around the world.

10. Our Integrated Technology Ecosystem and Extensible APIs
Built on industry standard technology, the AirWatch platform integrates with your existing infrastructure to maximize your current investments and seamlessly extend those systems to mobile devices. AirWatch solutions also enable businesses to deploy and develop critical business applications through our application ecosystem and development tools. Our technology ecosystem includes leading device manufacturers, network access control (NAC), certificate authorities, content repositories, directory services, email infrastructures, and more. And our extensible API framework enables external systems to easily invoke core product functionality.

AirWatch Solutions: Ahead of the Market

Business mobility offers tremendous opportunities for business growth, but with it comes the requirement for moving business-critical applications and operations to mobile environments. The right enterprise mobility management solution can help you secure that critical intellectual property and data, allowing you to transform your business processes and operations with mobility. With AirWatch solutions, you can flexibly deliver any app to any device, anywhere, with security and management that's simple and unified. It's the mobility management platform to help you realize what's possible from a brave new model of IT.