Critical Elements of an Enterprise Mobility Management Suite

ca

technologies

CA Technologies is unique in delivering **Enterprise Mobility Management:** the integration of the capabilities to manage mobile devices, apps, content, and email, with the principles, technologies, and tools.

Executive Summary

Introducing CA Management Cloud for Mobility

Consisting of solutions to secure the mobile enterprise and accelerate innovation to capture growth in the global mobile economy, the management cloud for mobility will help enterprises transform the challenges of the new mobile economy into opportunities with solutions that power innovation, drive productivity, and accelerate the development of new mobile applications and offerings.

The CA Management Cloud for Mobility consists of three solution suites:

1. Enterprise Mobility Management (EMM) suite to manage and secure mobile devices, applications, content, and email.
2. Mobile DevOps suite to accelerate, simplify, and secure the development, delivery, and support of mobile apps.
3. Enterprise Internet of Things suite to enable the adoption of internet connected devices

This solution brief focuses on the EMM suite.

Section 1: Challenge

Mobile: the Rebirth of the Silo?

Mobile devices are firmly established as an application delivery platform with the potential to reach new customers via new channels, deliver innovative customer service experiences and increase employee engagement, while also reducing operational costs by changing the asset ownership model for enterprise computing devices.

However, there is an issue that the industry has not addressed. If it is managed at all, mobile technology is frequently treated as a separate silo with its own application development, delivery, operations, and support processes. Enterprises and Cloud service providers alike have known for decades that silo management approaches fail in the long term as they reduce efficiency and flexibility while driving up operational costs over the long term. Silo-based approaches ultimately stifle an organization's capacity to innovate.

This problem exists because technologies for mobility management have developed in complete isolation from the principles of business service innovation. Because the early entrants to the mobile device management market lacked any experience of service management, they developed their technologies in isolation, focusing on the management of individual devices and applications without any integration into the wider application delivery lifecycle. However, the management of mobile device configurations or development and distribution of mobile apps accomplishes nothing without taking an integrated view of the operations, performance, security, and availability characteristics of the overall business service that the mobile channel is a part of, frequently alongside other, existing application delivery channels such as mainframe, cloud, and virtualized infrastructure.

Mobile: evolution or revolution?

One could say that "mobility" changes everything and nothing at the same time. It's true that mobile devices as a platform have unique characteristics: they are colorful; are location aware; social media applications; feature always on connectivity, and so on. Essentially, they are computing devices like the ones we are accustomed to – laptops, for example – that allow users to consume apps and data.

Fundamental constants

Although these attributes of mobile as a platform are indeed revolutionary, it's important not to lose sight of the fact that even deeper fundamentals are unchanged. Enterprises have always needed to innovate, develop new products, and reach new markets and customers. These strategic execution imperatives are based, at least in part, on proprietary information in the form of computer data.

Applications: the enabler

The *application* has always been the enabler for employees to undertake strategic execution initiatives based on corporate data. This was true in the early days of the mainframe, when applications were hosted on the mainframe and accessed via terminals. It was true in the 1990s client/server evolution where data was held on distributed servers and accessed via application front-ends deployed on PCs. It was true in the early part of this century, where data was accessed via browser–based front–ends, often via cloud-based infrastructures. And today the next evolution is well underway: mobile apps being used to drive innovative business processes and new customer engagement models from a new breed of smartphone and tablet devices.

Section 2: Solution

CA Enterprise Mobility Management: Business Service Innovation for Mobility

To meet this challenge CA Technologies is delivering **Enterprise Mobility Management (EMM)**, the industry's first and only comprehensive approach that brings the management of mobile devices, apps, and content under the umbrella of business service innovation. It achieves this by leveraging and integrating CA Technologies' world-class IT management technology portfolio for performance, security, operational, and application development management with best-in-class technology for management of mobile devices, apps, and content to provide a "single pane of glass" approach to managing application services with diverse access channels from mainframe, web, cloud, virtual, and mobile. Powering CA's EMM offering is Smart Containerization™, a capability unique to CA that provides enterprises with powerful and flexible tools to secure and protect data, apps, email, and much more.

CA Enterprise Mobility Management: solution components

The mobility solution from CA Technologies comprises a foundation of Enterprise Mobility Management that integrates four essential pillars to enable a mobility strategy:

CA Mobile Device Management (CA MDM) provides comprehensive capabilities to manage the provisioning, configuration, availability, and overall management of an estate of mobile devices and applications.

CA Mobile Application Management (CA MAM) provides enterprise customers with the ability to secure, manage and control mobile applications and the data these mobile apps access.

CA Mobile Content Management (CA MCM) enables secure collaboration on mobile, as well as non-mobile, devices, enforcing corporate policies that govern who has access to and can share what data, where, and when. CA MCM unifies and secures access to disparate content repositories such as file shares, Sharepoint, and web applications.

CA Mobile Email Management (CA MEM) provides email security for mobile devices while delivering a native email experience by selectively securing sensitive corporate email information.

Smart Containerization™

The Enterprise Mobility Management (EMM) suite **is powered by the industry's only Smart Containerization** technology. Unlike traditional device-focused mobility management techniques, Smart Containerization™ allows enterprises to manage the security, performance, compliance and support characteristics of any device, application, content or email while preserving the quality of the mobile user experience.

Device

CA Mobile Device Management

App

CA Mobile Application Management

Content

CA Mobile Content Management

Email

CA Mobile Email Management

Powered by

Smart Containerization™

CA Mobile Device Management (CA MDM)

Solution Overview

CA MDM is built from the ground up as a highly scalable and available solution that manages various mobile platforms such as iOS, Android, BlackBerry Windows Phone and Windows and Windows desktop end points. It has a comprehensive policy framework for enrolling, configuring and onboarding enterprise applications. A broad range of enforcement allows IT to apply the right level of device, data and app security commensurate with a user's role in the enterprise. Comprehensive usage analytics enables IT to track inventory, Telecom Expense Management, device trend analysis and security compliance. With on-premise and cloud offerings, IT has complete deployment flexibility.

The self-service portal streamlines enrolment and provisioning of a device. It allows users to remotely locate, lock and wipe a lost device; reset the passcode; remove enterprise controls; and unregister a device. With BYOD programs, users demand the flexibility of using their device for both work and personal use with the assurance that their enterprise information is secure and their personal content is untouched by the enterprise. Additionally, CA MDM is powered by Smart Containerization technology to dynamically control mobile device, application and email provisioning policies at a granular level.

Key Benefits/Results

- **Deploy BYOD support.** As an on-premise or SaaS solution to address the needs of an enterprise of any size.

- **Access corporate resources and email.** Quickly installs on a new mobile device within 90 seconds.

- **Quickly deploy enterprise and public apps.** Via CA MDM enterprise app store.

- **Secure corporate data.** At rest and in transit across all devices.

- **Monitoring and reporting.** Provides extended analytics and Telecom Expense Management (TEM).

CA Mobile Application Management (CA MAM)

Solution Overview

CA MAM enables management and control of enterprise data and applications. With increased adoption of BYOD policies, CA MAM complements existing MDM solutions and provides finer granularity of security, management and control.

CA MAM provides enterprise customers with the ability to secure, manage and control mobile applications and the data these mobile apps access. Using CA MAM, enterprises may enforce a detailed level of security policy, management and control on the usage of mobile applications to help IT manage and secure data on mobile devices. The solution pushes security, control and management features up from the device into the application layer to enable IT to define fine-grained access

policies to mobile apps as well as control distribution of apps to mobile users. These features allow IT to provide employees and customers with enterprise apps and data access, based on roles, without the need to take full control of their personal devices. And, unique to CA Technologies, CA MAM is powered by Smart Containerization technology to dynamically control mobile application access policies at a granular level while retaining the native app experience specific to the device or platform.
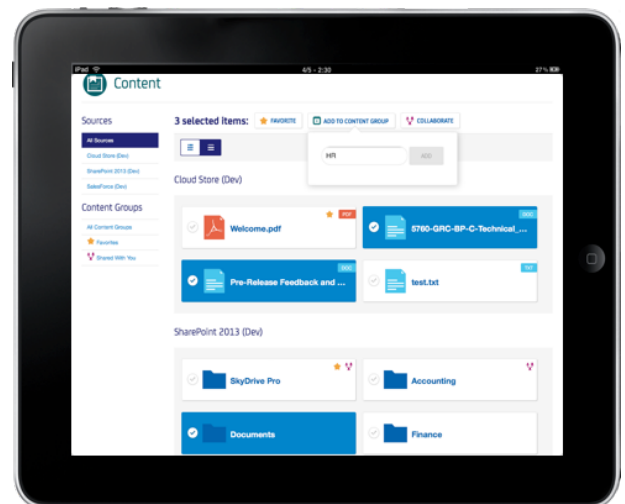
Key Benefits/Results

- **Secure deployment of apps.** Built-in Enterprise App Store for internally developed and third–party apps.

- **Administer control over deployed apps.** Define and enforce detailed app access policies with authentication, geo–fencing, time–fencing and network-fencing controls.

- **One central console.** Support apps on employee–owned, corporate–owned devices from a single pane of glass.

- **Secure custom-built and third-party apps using app wrapping.** Enables CA MAM features with no code changes to internal or third-party apps.

CA Mobile Content Management (CA MCM)

Solution Overview

CA Mobile Content Management enables unified access to disparate content repositories. Employees become more productive at the office and on–the–go with the use of a single and secure mobile app to help them access all of their content. Enterprises can have the confidence that corporate policies are enforced to indicate who has access to what data and the content being accessed through mobile devices is safe and secure while being consumed. CA MCM also provides collaboration over disparate content with other users within and outside the enterprise. In the event of theft or loss of a device, the CA MCM Smart Container ensures that locally-stored enterprise content remains securely encrypted, with policies for data access and encryption being centrally enforced. In addition, CA MCM provides users with high value services, such as federated search across the pool of user content sources. Additionally, CA MCM is powered by Smart Containerization technology to dynamically apply context driven content access and collaboration policies on the device at an individual document level.

Key Benefits/Results

▪ **Unified access:** Content access and synchronization.

▪ **Content access across devices:** Content visibility between mobile and other devices.

▪ **Seamless collaboration:** Content sharing with other users.

▪ **Content security:** Content distribution to a group of users with security policy enforcement.

CA Mobile Email Management (CA MEM)

Solution Overview

Email access arguably remains the 'killer app' for mobile devices. The ease and ubiquity of email access tends to encourage employees to use email as a medium for sharing and distribution of enterprise content, with attendant security risks of data leakage and compromise.

Personal Device Challenges—BYOD surveys indicate that more employees are using their personal devices for work and email is the most used application. As a result, corporate data is at ever greater risk of compromise as a result of devices getting lost or stolen in public places and mobile users have access to a plethora of unauthorized third-party mail client applications.

Security Challenges—Potential consequences of leakage of sensitive information exchanged or stored over email include legal and compliance liabilities. Mobile access across various networks may be beneficial to the end user but also threatens enterprise security. Additionally, there is a risk of enterprise email content being leaked on BYOD devices to partners, customers and vendors when the employees leave their current employer. Although mobile device management solutions can provision or de-provision email accounts from BYOD devices, it does not protect the sensitive content from inadvertently being forwarded to personal email accounts. Industry regulations, Industry regulations, including HIPAA, pose punitive measures for breaches of sensitive data.

To address these challenges, CA MEM is powered by Smart Containerization technology to dynamically control mobile email policies at an individual email granularity while retaining the native email experience specific to the device or platform.

Allow email only on protected devices

Use of existing native mail client for better user experience

Content aware: encrypt only what needs securinh, decrypt with multi-factor authentication

Supports inter-company and intra-company use-cases

Key Benefits/Results

- **Enable IT security and compliance.** Protect confidential and sensitive email data from accidental or malicious exposure on both sender and recipient devices.

- **Great user experience.** Securely deliver content to email endpoints by getting email access from anywhere on any device. Secure selected sensitive email attachments.

- **Flexible deployment options.** Effective both within and outside corporate firewalls.

Summary

"Mobile" is an application platform with unique characteristics, however successful mobility strategies will recognize that the fundamentals of business service innovation are constant, and the mobile application delivery platform will take its place alongside other traditional delivery platforms.

CA Technologies offers an IT management strategy that defines strategy defines the roadmap by which today's leading enterprises and cloud service providers worldwide innovate and deliver new application-based IT services. CA Technologies Enterprise Mobility Management integrates management for the mobile environment into this strategy. By integrating best-of-breed device, app, and content management with CA Technologies expertise and technologies for service management, CA Technologies will deliver a "single pane of glass" view that encompasses numerous application delivery channels, including mobile.

Connect with CA Technologies at ca.com

The CA Technologies Advantage

CA Technologies (NASDAQ: CA) provides IT management solutions that help customers manage and secure complex IT environments to support agile business services. Organizations leverage CA Technologies software and SaaS solutions to accelerate innovation, transform infrastructure and secure data and identities, from the data center to the cloud. CA Technologies is committed to ensuring our customers achieve their desired outcomes and expected business value through the use of our technology. To learn more about our customer success programs, visit **ca.com/customer-success**. For more information about CA Technologies go to **ca.com**.

To learn more about enterprise mobility management, please visit
www.ca.com/us/solutions/environments/mobile/enterprise-mobility-management.aspx

CS200-66558_0414