



CHOOSING AN MDM PLATFORM:  
WHERE TO START THE CONVERSATION

 **BlackBerry**

Built to keep you moving

# Choosing an MDM Platform: Where to Start the Conversation

There are dozens of MDM options on the market, each claiming to do more than the next. And given the sheer volume of research and analyst reporting available online, you could spend months simply getting up to speed – let alone coming to a decision. So if you're in the early stages of choosing your solution, or you're considering switching vendors, here are seven critical questions to ask – followed by the opening response you'd get from BlackBerry® to each one.

If you put these questions to the vendors you're evaluating, you'll find out pretty quickly whether to move the conversation to the next level, or simply move on.

## 1. Device and Platform Diversity

Whether your devices are corporate-owned, BYOD, or a mixture of both, chances are you're already dealing with multiple platforms, operating systems and device types. So you've got to make sure your MDM solution can manage those devices in all the ways you need and want it to.

When you're forming your shortlist, find out what advantages and limitations each solution may have in device diversity.

**Q. How will your solution allow our enterprise to manage all the devices we need to accommodate?**

The BYOD phenomenon means that most enterprises today are acclimatizing to a new reality that includes multiple mobile platforms and an ever-growing number of devices.

BlackBerry supports the full spectrum of Enterprise Mobility Management (EMM) needs, from BYOD to high security, and perfectly balances the needs of end users and the enterprise. Through comprehensive Device Management, Security, Unified Communications and Application capabilities, BlackBerry enables enterprises to manage complex fleets of mobile devices and truly mobilize their business. Through a single end-to-end platform and management console, organizations can easily deploy and fully manage, secure and control both personal-owned and corporate-owned BlackBerry, iOS® and Android™ devices.

BlackBerry® Enterprise Service 10:

- Is the only device management solution to fully manage BlackBerry OS and BlackBerry® 10 devices plus, iOS and Android smartphones and tablets
- Enables the management of multiple devices per user
- Manages both corporate-owned and personal-owned (BYOD) devices together
- Satisfies the full range of security needs, from a basic level up to the high security and control needs of government and regulated industries<sup>1</sup>



## 2. Inventory Management and Reporting

For IT administrators, an MDM solution needs to provide a quick, clear look at the entire mobile fleet. Reporting capabilities give IT a detailed view of what's going on, so they can identify issues and get them resolved quickly. Here's what you need to know: at a granular level, how quick and easy is it to gather the details you need to prevent trouble?

**Q. How does your solution make it quick and easy to gather the device details we need to stay on top of issues?**

With the dashboard reporting capabilities of BlackBerry Enterprise Service 10 version 10.1, IT administrators have immediate access to a unified dashboard of key metrics across their entire mobile deployment, including BlackBerry, iOS and Android devices, and can drill down into more detail on any area they choose.

These areas include:

- Device activations
- Device last contact time
- Device compliance state
- Devices by platform
- Devices by carriers
- Top 5 applications deployed
- Top 5 mobile devices

Administrators can easily drill down into reports to take immediate action, or export data for further analysis.

## 3. Security and Compliance

What's the number-one reason to get an effective MDM strategy and solution in place? For many enterprises, it's security. The statistics on mobile data leakage alone are worrying enough – not to mention deliberate attacks, mobile malware and more. Every MDM solution on the market plays up its concern for your enterprise's security – so how do you separate the wheat from the chaff? Demand specifics.

**Q. How does your solution do a better job of ensuring mobile security in the enterprise than the other options on the market?**

BlackBerry is the gold standard for secure end-to-end mobility. BlackBerry satisfies a full range of security needs, from basic ActiveSync™-only, through full encryption and containerization, up to the high levels of security required by government and regulated organizations.

BlackBerry Enterprise Service 10:

- Protects against unauthorized devices accessing corporate assets
- Provides end-to-end encryption for protection against possible interception
- Secures corporate data and applications on BYOD personal devices
- Assures end-users of their privacy and freedom through containerization



Let's get even more specific. For the BlackBerry devices in your fleet, your enterprise benefits from:

- Protection against data leakage through BlackBerry® Balance™ technology for the secure separation of corporate and personal data
- 256-bit AES encryption in transport and on-device
- FIPS 140-2 Certification
- Password enforcement, remote device lock and wipe (for the Work Space only, or for the full device)
- The ability to route all corporate application connectivity through a secure BlackBerry Enterprise Service 10 gateway (MDS-CS)
- A single outbound port for all communications, with no need for additional VPNs
- The ability to deploy enterprise apps via push or self-service download to a secure corporate perimeter
- The option to use regulated-level Enterprise Mobility Management controls and settings, enabling full compliance for government and regulated environments<sup>1</sup>

When it comes to security for iOS and Android devices, your enterprise can take advantage of:

- Password enforcement, device lock, remote total/selective wipe
- App whitelisting
- Jailbreak/rooting detection
- A device client that detects security compliance
- The ability to set up automatic actions when a device is found to be out of compliance
- The ability to enforce device encryption<sup>2</sup>

And with the Secure Work Space option for iOS and Android (described in detail below), you also have the ability to:

- Protect against data leakage, by keeping work applications secure and separate from personal apps and data
- Route all work data through a BlackBerry secure connection
- Use a single outbound port for all communications, with no need for additional VPNs

## 4. Containerization/Sandboxing

Containerization, sandboxing, workspaces – if you've explored MDM, you recognize these buzzwords. Each vendor has a slightly different take on what these terms mean, but the bottom line is, it's about securely separating enterprise data and apps – keeping work and play from co-mingling and creating security issues for your business.

It's also about creating a better experience for users so that, for example, IT doesn't have to wipe an employee's personal photos, videos, music and apps when that employee leaves the company. Some approaches to containerization can create headaches for users too – forcing them to sign in every time they send an email, to use one example. So how your solution handles it matters in a big way.

**Q. What containerization capabilities do you offer across various device types?**

**Containerization for BlackBerry devices:** Providing separation at a platform level, BlackBerry Balance gives your employees the freedom and privacy they want for their personal use while delivering the security and management you need for business. It's the best of both worlds, seamlessly built into every BlackBerry 10 smartphone and managed through BlackBerry Enterprise Service 10. Personal and work apps and information are kept separate, and the user can switch from their Personal Space to their Work Space with a simple gesture. The Work Space is fully encrypted, managed and secured, enabling organizations to protect critical content and applications, while letting users get the most out of their smartphone for their personal use.

**Containerization for iOS and Android devices:** Secure Work Space is a new containerization, application-wrapping and secure connectivity option that delivers a higher level of control and security to iOS and Android devices, all managed through the single BlackBerry Enterprise Service 10 administration console. Managed applications are secured and separated from personal apps and data, providing integrated email, calendar and contacts, an enterprise-level secure browser, plus secure attachment viewing and editing with Documents To Go™. User authentication is required to access secure apps and work data cannot be shared outside the secure work space.

## 5. Enforcing IT Policies and Controls

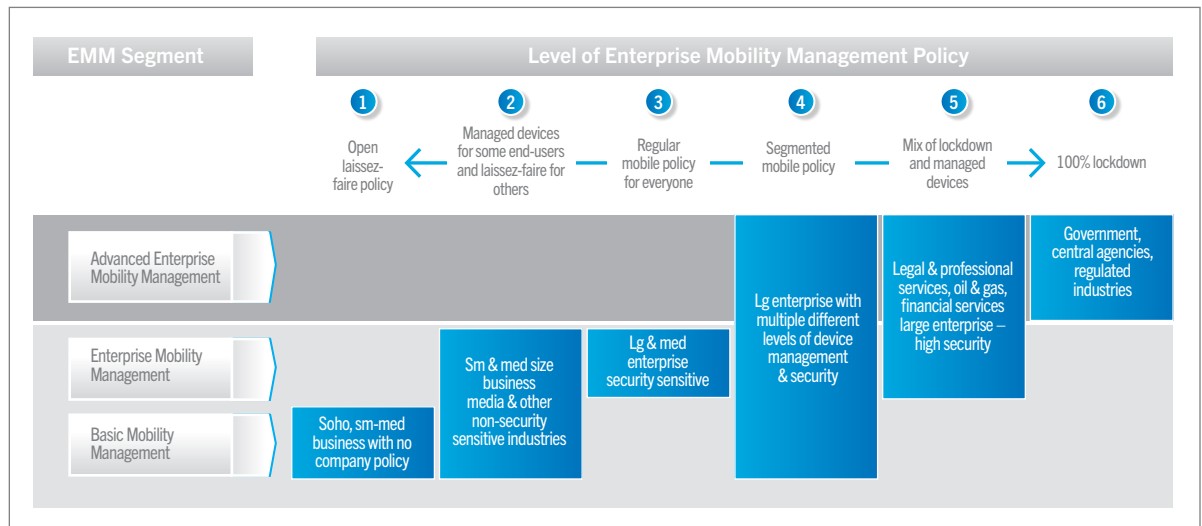
How many user profiles exist in your organization? How many use cases? What's the range of security scenarios you need to address? And what's likely to change over the next several months and even years? Effective mobile IT controls give administrators the peace of mind that comes from maintaining the precise control they need, appropriate to every situation and user.

**Q. What device, applications and security controls does your solution offer?**

**Basic Mobility Management:** When advanced security and management isn't required, BlackBerry 10 smartphones support ActiveSync as standard. Both corporate and personal-owned BlackBerry 10 smartphones can be quickly set up to synchronize email, calendar and contacts with Microsoft® Exchange, Microsoft® Office 365™ and other on-premise and cloud messaging platforms that support the ActiveSync protocols.

**Enterprise Mobility Management – Corporate:** Corporate-level Enterprise Mobility Management delivers comprehensive device management, security and application management for corporate and personal-owned BlackBerry, iOS and Android devices. Delivered through a single end-to-end platform in BlackBerry Enterprise Service 10, it provides proven BlackBerry security and controls designed to meet the needs of the majority of enterprises.

**Enterprise Mobility Management – Regulated:** Regulated-level Enterprise Mobility Management control options are available for BlackBerry 10 smartphones to enable compliance for government and regulated environments. Where a high degree of granular control over device features is required and for enterprises where corporate-only use and application management policies are in place, BlackBerry 10 smartphones and BlackBerry Enterprise Service 10 combine to provide the ultimate device management solution for high-security mobility.



## 6. Mobile Application Management

Enterprises today are striving to mobilize the desktop – in other words, to provide users with all the tools they need to do their jobs from virtually anywhere, anytime. That’s why your approach to apps is critical. The more custom and third-party apps you mobilize, the more productivity gains you stand to realize – and the more security risks you need to be prepared to tackle. Many MDM providers offer some version of an app store or catalog for enterprise users. But when you think about how many apps you’re likely to enable over the next few months and years, for how many users, across how many platforms and devices, you need to know the details – because mobile application creation, deployment, management and security all become top priorities.

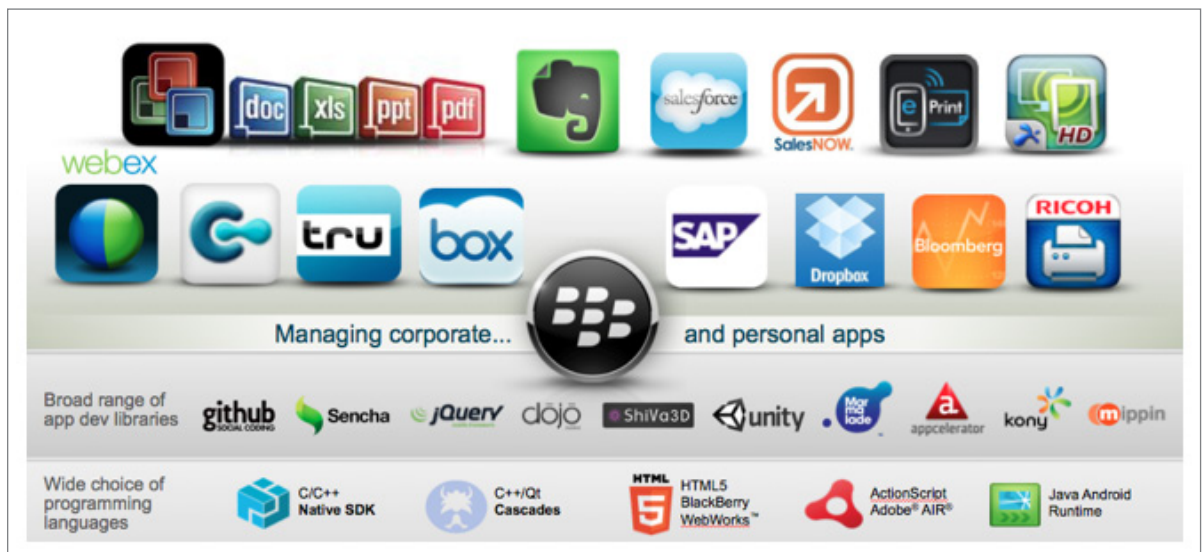
**Q. What application management capabilities does your solution offer? How are mandatory and optional apps deployed to users?**

BlackBerry 10 delivers a comprehensive business and productivity app portfolio, an enterprise-grade app management framework and a low-cost app development environment. BlackBerry has great mobile applications that empower business people – and these can be used side-by-side use with personal apps.

When it comes to mobile apps for BlackBerry 10 devices, BlackBerry:

- Gives you seamless corporate app storefront management through BlackBerry® World™ for Work and a first-rate user experience through BlackBerry Balance app whitelisting
- Makes it easy to port, develop, integrate, deploy, secure and manage enterprise apps, and to mobilize your own business apps for the BlackBerry 10 platform
- Allows for a high degree of app security and tight app integration within the BlackBerry 10 user experience
- Has strategic partnerships with leading enterprise software vendors
- Provides advanced capabilities for application management
- Allows users to access and download great business, productivity and personal apps, as well as games, videos, movies, and music, through BlackBerry World in their personal space

And as described above, the Secure Work Space option provides mobile application wrapping and security for iOS and Android devices. Work apps are kept secure and separate from personal apps and data, and user authentication is required to access these secure apps.



## 7. Solution Support

You rely on your mobile platform – to speed up decision making, boost revenue and profit, facilitate workflow, and keep users, teams, customers and suppliers connected. It's business critical. So when you're choosing your MDM solution, ensuring the vendor offers the support capabilities and options you need makes smart business sense. Otherwise, you're jeopardizing the gains that your MDM investment is meant to achieve in the first place.

**Q. How is your support offering superior to the other vendors we're considering?**

Support is a key component of any Enterprise Mobility Management strategy. You need a strategic support partner to ensure you can deliver on your mobility objectives. BlackBerry support provides direct access to our technical experts and resources to help ensure your BlackBerry solution performs at its best.

BlackBerry support is included as standard with 'Enterprise Mobility Management – Corporate' licenses, providing access to services including 12x5 telephone support, the ability to submit online queries and access to productivity and diagnostic tools. You can also choose advanced levels of support, and optional services, to tailor a support package that delivers the level of technical expertise, assistance, response and resolution time that your business requires. For more information visit [blackberry.com/btss](http://blackberry.com/btss)

As well, we want our enterprise customers to experience a smooth, seamless transition to BlackBerry 10, from the planning stage right through to configuration and beyond. So we've developed four unique offerings, plus a training program, to help you manage your migration with ease. Flexibility and choice are built in to ensure you can find the right services to get your organization up and running with BlackBerry 10 as quickly as possible.

And if your organization is based in North America, take advantage of 30 days of FREE support that's available as soon as you begin the [BlackBerry Enterprise Service 10 trial](#). BlackBerry experts will provide any guidance you need for a great start.

**1** Change Management & Planning Services with NEW Security Review

**2** Change Management & Planning Services with NEW Remote Installation Services

**3** Change Management & Planning Services with NEW Migration Services

**4** Application Development Services

**5** Training

Choose the support you need to make your transition to BlackBerry 10 seamless.

## Get BlackBerry 10 Ready

Getting up and running with BlackBerry 10 and BlackBerry Enterprise Service 10 is fast and straightforward. Importantly, it does not impact your existing BlackBerry Enterprise Server infrastructure.

### Step 1

- Download BlackBerry Enterprise Service 10 for free at [BES10.com](http://BES10.com)

### Step 2

- For managing BlackBerry 10 devices, transfer any existing BlackBerry Enterprise Server Client Access Licenses (CALs) to BlackBerry Enterprise Service 10 CALs, at no additional cost. Go to [blackberry.com/blackberry10ready](http://blackberry.com/blackberry10ready)
- For additional BlackBerry 10, iOS and Android devices, purchase new BlackBerry Enterprise Service 10 CALs from your preferred partner.

### Step 3

- Connect new BlackBerry 10 devices to BlackBerry Enterprise Service 10. You can continue to manage existing BlackBerry OS devices connected to BlackBerry Enterprise Server 5.0.3 and above, alongside BlackBerry 10 devices, through the centralized BlackBerry Enterprise Service 10 management console.

## Want to know more?

We've pulled together tools, resources, services and special offers to help your enterprise make the move to BlackBerry 10. Find everything you need to get your enterprise BlackBerry 10 Ready, all in one place.

[blackberry.com/blackberry10ready](http://blackberry.com/blackberry10ready)

1. Regulated-level EMM is available with BlackBerry Enterprise Service 10.1.0 for both BlackBerry® Z10 and Q10 devices.

2. Encryption does not extend to SD cards on specific Android versions.

3. 60-day Free Trial Offer: Limited time offer; subject to change. Limit 1 per customer. Trial starts upon activation and is limited to 20 total users. Following trial, customer must purchase service to continue use of product. Not available in all countries.