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Simplify, Integrate, Manage

How to build a solid strategy for mobile device and application management

Acronyms like MDM and MAM have emerged in IT. Please clarify just what they are and why IT leaders should care about them.

MDM is about managing the device—configuring, enforcing security policies, and being able to remotely wipe or lock the device if it is lost or stolen. It is an infrastructure-centric approach that includes inventory management as well as software updates and upgrades. The primary goal is to protect data that is being stored or “at rest” on the mobile device.

MAM is about managing mobile applications and this includes controlling access to apps, whitelisting, and blacklisting. Mobile application management makes it possible to separately manage enterprise applications from personal apps, allowing Choose Your Own [CYO] and Bring Your Own [BYO] scenarios and increased productivity through anytime, anywhere access to business apps.

Where do you most often see customers getting it wrong when it comes to mobile management these days?

Customers need to think holistically about how to address consumerization in order to simplify what can be a complex challenge. The legacy model of restricting mobility to just email access or a few selected devices does not stand up to the market reality where users are choosing from an ever-increasing selection of ever more powerful devices and then demanding connectivity to corporate resources. Point solutions that the customer then needs to integrate only increase this complexity.

The goal should be to simplify and look for solutions that integrate not only the mobile management capabilities, but also provide a more secure alternative to public cloud-based file sharing services. While the security strategy is there for corporate-owned laptops, many organizations have not expanded it to include non-corporate owned devices, such as smartphones and tablets. Thus there are often security gaps in properly securing these endpoints.

How does the convergence of MDM and MAM to a single platform to enable a more complete enterprise mobility management change mobile opportunities for users and IT?

The converging trend of MDM and MAM creates opportunities for IT to have a more integrated approach to supporting enterprise mobility, and also creates opportunities for service providers to meet those needs. Factor in other major trends around cloud and security, and things get very interesting for IT. We believe the cloud plays a key role in supporting a converged mobile management strategy.

How do solid strategies for MDM and MAM help resolve the many challenges brought on by the plethora of smart phones, tablets and mobile operating systems available today?

Traditional approaches to mobility involved supporting a single type of device or platform, but each business has unique assets in place, user communities and groups, and job requirements that demand a more flexible mobile management strategy. The right mobile

management strategy can enable companies to untether themselves from a single device/platform and securely manage a large variety of devices as well as applications. A virtual private cloud approach allows more flexibility, greater business agility, and accelerates time-to-value with global delivery and robust security features that ensures that data on the device, in-transit, and stored in the cloud is always protected.

What specifically does HP bring to the table to help customers develop a more unified and holistic mobile management strategy?

HP Enterprise Cloud Services-Mobility is a complete mobile management solution that enables data, application, and device-level management for all mobile platforms. It allows enterprise applications and data to co-exist on the device with personal applications, photos, music, and yet be separately managed. It also brings enterprise-grade security and control to user's file storage, synchronization and sharing. All through HP cloud infrastructure.

HP also offers robust capabilities in client virtualization, enabling businesses to transition to BYOD strategies where users are free to choose

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their own devices. HP offers assessment and advisory services, which help IT consider the multitude of factors affecting mobile strategy, determine an approach best suited for the organization, and set up mobile management policies.



Catering to both traditional IT and cloud delivery, HP Converged Cloud technologies enable IT to develop a hybrid cloud strategy that can adapt to changing market dynamics.

Finally, what can you say about HP's relationship with Citrix in terms of tackling mobile management?

The HP partnership with Citrix is extremely valuable. HP has fully integrated Citrix mobile enterprise technologies—Citrix XenMobile MDM Edition and ShareFile—into our virtual private cloud infrastructure to allow global delivery with predictable costs and enterprise-grade security. Working with Citrix gives HP access to the most comprehensive mobility solutions available. Citrix aims to address the issue of anytime/anywhere access to information and applications. Couple that with HP's delivery engine and know-how from an implementation and management perspective and you have yourself a winning formula for IT and for users. Together HP and Citrix are taking the complexity out of enterprise mobility and helping our customers achieve greater productivity. ■



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