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EMM CHALLENGES

How BlackBerry Balances IT Needs
With User Demands

Brochure

SERIOUS MOBILITY FOR SERIOUS BUSINESS

BlackBerry® | **ENTERPRISE**

EMM Requirements Are Constantly Changing

The mobility needs of both IT administrators and end users are rapidly evolving.

In many ways, those needs appear to be at odds. Users want to get more done on the move, with less interference from administrators. IT, on the other hand, has to deal with incredibly complex security concerns, from the latest mobile malware to how to enable BYOD (Bring Your Own Device) safely.

The complexity isn't about to taper off. In fact, as governments and enterprises that prioritize security look to extract more value from mobility, the challenges will grow. Resolutions have already been filed in the U.S. seeking to enable voting via mobile device. Government officials at the highest levels, including those who deal with the most sensitive matters of national security, use mobile devices in battle, on the congressional floor and overseas. Employees are increasingly logging in to multiple cloud-based apps and tools to get their work done each day, across multiple device types. And as new endpoint types continue to join the corporate network, and machine-to-machine interactivity becomes IT's issue, administrators will be under greater pressure to stay one step ahead of the game.

Generational change is also impacting the way business gets done. Millennials and the Gen-Y age group use technology very differently than any group before. They move seamlessly from medium to medium, communicating with different people at the same time. And they expect this type of fast, seamless connectivity in the workplace, too.

All of these factors are contributing to a greater need for a single, robust and flexible cross-platform Enterprise Mobility Management (EMM) solution that can be tailored to meet the various needs of an organization.

## Balancing IT needs with user wants

How do you perfectly balance end user and enterprise demands? Especially if you're in government or a regulated industry? You need an integrated enterprise mobility platform that can address the full spectrum of EMM requirements:

› App, device and content management

› Secure cross-platform connectivity

› A single command and control center, and more

Government agencies have chosen BlackBerry® for more than a decade. And they continue to. BlackBerry serves all 7 of the G7 governments,[1] plus 16 of the G20 governments.[1] BlackBerry provides the only fully integrated enterprise mobility platform. With a full range of smartphones designed for maximum enterprise user productivity; applications, device and application management; and end-to-end security, the BlackBerry platform supports the full spectrum of EMM needs.

BlackBerry is committed to independent, third-party security approvals and certifications.

› 70+ security certificates[2] — more than any other mobile vendor.

› "Authority to Operate" from the U.S. Department of Defense. No other MDM/EMM provider has it.[3]

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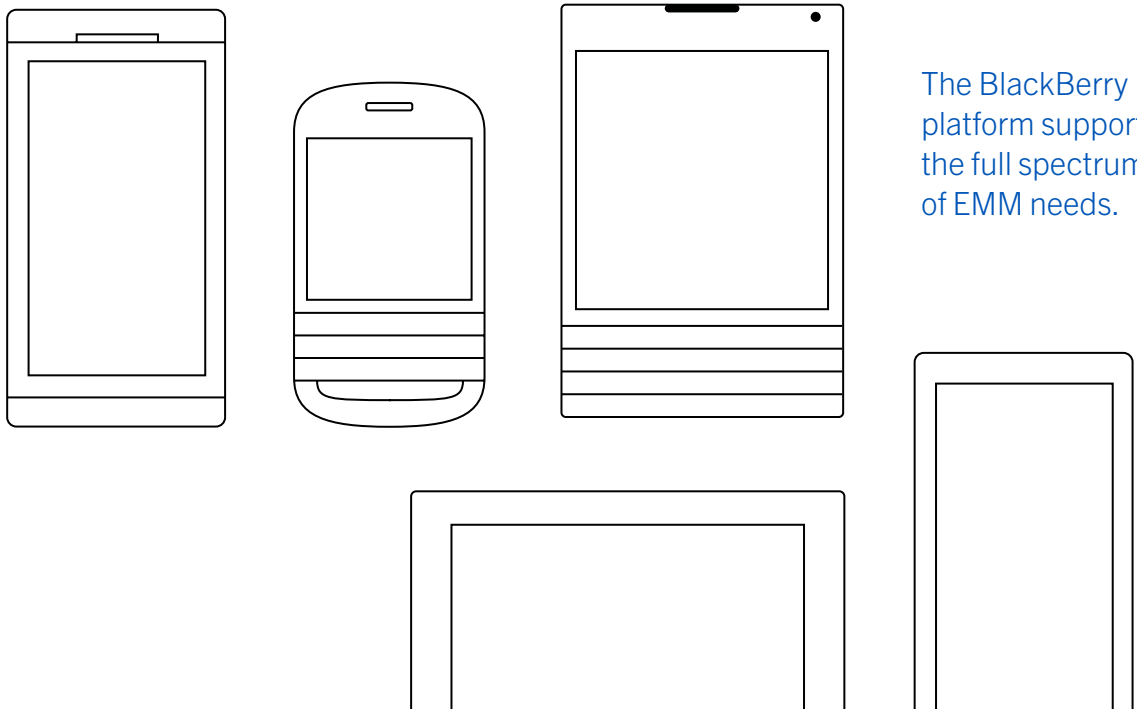
1. Separate work and personal without compromise

Your users want to keep their personal world separate from work, without two phones. IT needs work data, content and apps cordoned off in a secure, work-only space, but doesn't want administration to be a burden.

BES12 enables the seamless separation of work and personal content on corporate-owned or BYOD devices to satisfy both user and corporate needs without compromising on either.

Empower mobile employees with easy and secure access to work content such as email, documents and intranet, as well as approved apps, without impacting their personal use and privacy.

› **For BlackBerry® 10 devices:** 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 use. It's the best of both worlds, seamlessly built into every BlackBerry 10 smartphone and managed through BES12.

› **For iOS and Android™ devices:** Secure Work Space is a 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 BES12 administration console.

› **WorkLife by BlackBerry®** is a new way to manage telecom expenses, protect employee privacy and control your company assets. It precisely distinguishes between work use and personal use of an iPhone, Android or BlackBerry smartphone by introducing separate lines managed by the enterprise. With WorkLife by BlackBerry, enterprises can easily add a separate corporate phone number to a personal device brought in by the employee (BYOD). The enterprise can pay for the work line (voice, SMS and data) while employees keep their personal line for their own use.

2. Deploy, manage and secure apps from one console

Users want apps that make their work simpler and more efficient. They don't want to struggle to find approved apps, or wonder which ones may be blacklisted. More and more, they expect the applications they rely on at their desks to be available — and fully optimized — on mobile devices. IT needs control over how mobile apps are used in the organization, but wants the management experience to be quick and painless.

BlackBerry gives you the easiest way to distribute the apps that employees want and need:

› Deploy, manage and secure apps directly from the BES12 console.

› Corporate apps can be instantly secured and deployed to the Work Space on the device along with securely-wrapped apps from third party vendors, all with built-in, behind-the-firewall, secure connectivity — no VPN required.

› Mandatory apps can be pushed to devices and, for BlackBerry 10 users, optional apps published to a corporate app storefront for simple and fast user access.

› At the same time, users maintain the ability to download and access personal apps, games and media in their Personal Space, safe and separate from their work life.

Our app ecosystem is continually expanding through our community of leading app developers. Version 10.3 of BlackBerry 10 gives users direct access not only to the BlackBerry® World™ app store for productivity apps and tools, but also to the Amazon Appstore for the latest games and fun apps. And powerful, intuitive dashboards and reporting provide simple ongoing application lifecycle management and compliance across all managed devices.

3. Enable integrated cross-platform security

The BlackBerry platform is purpose-built for security, to deliver the best protection for work content, on-device and in transit, for both corporate-owned and BYOD devices.

› Work email, content and apps are seamlessly separated from personal content and apps for Data Leak Protection (DLP), with no compromise to the user experience.

› The BlackBerry security model delivers fast, integrated, cross-platform app deployment, fully encrypted behind-the-firewall content access without the need for third-party VPNs or add-on security, and only requires a single outbound port for all communications.[4]

› A user self-service portal allows for simple security management.

› And optional Gold level EMM provides the highest security control, enabling full compliance for government, high-security and regulated environments.[5]

BlackBerry

To find out more and to sign up for a free 60-day
BES12 trial, head to **blackberry.com/enterprise**[6]

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