WHAT ARE MANAGED MOBILITY SERVICES?

A Quick-Start Sourcing and Strategy Guide

As your organization embraces and expands its mobile business practices, your strategies for managing the technology and processes that enable enterprise mobility must keep pace.

A range of solutions have emerged and evolved over time to take on aspects of mobility management. Which one is right for you depends on your needs and goals.

To point you in the right direction, the mobility experts at vMOX created this quick-start guide to sourcing and strategies for enterprise mobility management.

TABLE OF CONTENTS

Types of Mobility Management

Mobility is standard operating procedure for today's businesses. Most workers rely on mobile devices – smartphones, tablets, laptops, etc. – to do their jobs. The benefits are evident for employees and employers – greater flexibility for the former and greater productivity for the latter.

However, as you've no doubt learned, business mobility is not as simple as handing out devices to workers; it requires constant management of devices, rate plans, security, expenses, use policies and more. None of this is possible using spreadsheets, which has led to many software solutions designed to manage enterprise mobility.

Mobility management has evolved over time from point solutions to platforms to managed services.

MOBILE DEVICE MANAGEMENT (MDM)

MOBILE APPLICATION MANAGEMENT (MAM)

ENTERPRISE MOBILITY MANAGEMENT (EMM)

UNIFIED ENDPOINT MANAGEMENT (UEM)

MANAGED MOBILITY SERVICES (MMS)

MOBILE DEVICE MANAGEMENT

What is MDM?

Mobile Device Management (MDM) is on-device software that allows your company to enroll corporate-owned or personally owned mobile devices into a series of policies governing use and access to company applications and information. Typically, this is a software-only solution but can also be offered as a managed service.

What are the benefits of MDM?

- MDM allows your company to secure, manage and track mobile devices, including locking and wiping devices if they're lost or stolen.

- MDM also enables you to remotely provision and configure enterprise applications, such as email.

PRO TIPS

- MDM software is an important part of mobility management but does not address other areas of mobility lifecycle management beyond devices.

- In a Bring-Your-Own-Device (BYOD) environment, MDM also invites pushback from employees who may not want corporate MDM software on their personal devices.

MOBILE APPLICATION MANAGEMENT

What is MAM?

Mobile Application Management (MAM) is a set of software tools that manage access to corporate data and applications. Just as with MDM, this can also be offered as a managed service. MAM targets the control of applications and content, not the device itself. MAM solutions enable the deployment, monitoring, and patching of company mobile apps, including app configuration, app lifecycle management, license management, and inventory management.

What are the benefits of MAM?

- MAM allows companies to lock down access to individual business applications on mobile devices rather than locking down the devices as a whole (as MDM does).

- With corporate email, for example, MAM allows you to control the use of the app, such as turning off the copy-and-paste function.

PRO TIP

✓ Like MDM, MAM can be applied across all your company's mobile devices but does not address other parts of mobile lifecycle management aside from application access and security.

ENTERPRISE MOBILITY MANAGEMENT

What is EMM?

Enterprise Mobility Management (EMM) encompasses the processes and technologies used to manage mobile devices and mobile computing in a corporate environment. Typically, EMM consolidates multiple tools and processes under one centralized software management platform (which can also be offered as a managed service). These tools may include MDM and MAM plus Mobile Content Management (MCM), Mobile Identity Management (MIM), Wireless Expense Management (WEM), Bring-Your-Own-Device (BYOD) management and more.

What are the benefits of EMM?

- EMM enables you to integrate mobility management functions under one platform.

- The tool can simultaneously provide device-centric and content-centric control through a joint administrative portal.

PRO TIPS

- ✓ EMM platforms vary in capabilities, so you must select one that matches your requirements.

- ✓ Managing an EMM platform requires expertise across multiple domains.

UNIFIED ENDPOINT MANAGEMENT

What is UEM?

Unified Endpoint Management (UEM) empowers your IT team to manage, secure, provision and control all hardware within the corporate IT infrastructure. It's similar to MDM but covers more device types, such as cell phones, tablets, laptops, desktops and Internet of Things (IoT) devices. Think of UEM as EMM for all device types, regardless of form, factor or operating system. It is typically a software solution but can also be offered as a managed service.

What are the benefits of UEM?

• UEM brings all hardware and applications under a single management tool, ensuring consistent policies across devices, apps and data, reducing complexity and risk of misconfiguration.

PRO TIP

✓ UEM platforms vary in support for operating systems and deployment models (e.g., BYOD), so take care to select one that matches your needs.

MANAGED MOBILITY SERVICES

What is MMS?

Managed Mobility Services (MMS) typically refer to solutions based on proprietary software that supports centralizing mobile invoices, usage information, carrier contracts, inventory and associated human resources (HR) data. MMS solutions often incorporate mobile device ordering and provisioning along with integrations to companies' HR, Enterprise Resource Planning (ERP) and MDM systems.

MMS software is part of a managed service offered by the managed service provider that will take over the day-to-day management of invoice collection, validation, financial allocations, ordering, provisioning and end-user support. Typical add-on services include end-user service desk, device logistics and warehousing, bill pay, self-pay and MDM/UEM management.

What are the benefits of MMS?

MMS provides your organization with a holistic mobility solution. Common reasons that you might choose MMS include:

- Cost savings derived by the MMS provider optimizing your mobile environment.

- Offloading day-to-day mobility management tasks, such as ordering, provisioning and end-user support, etc., to free up the IT teams to focus on other business priorities.
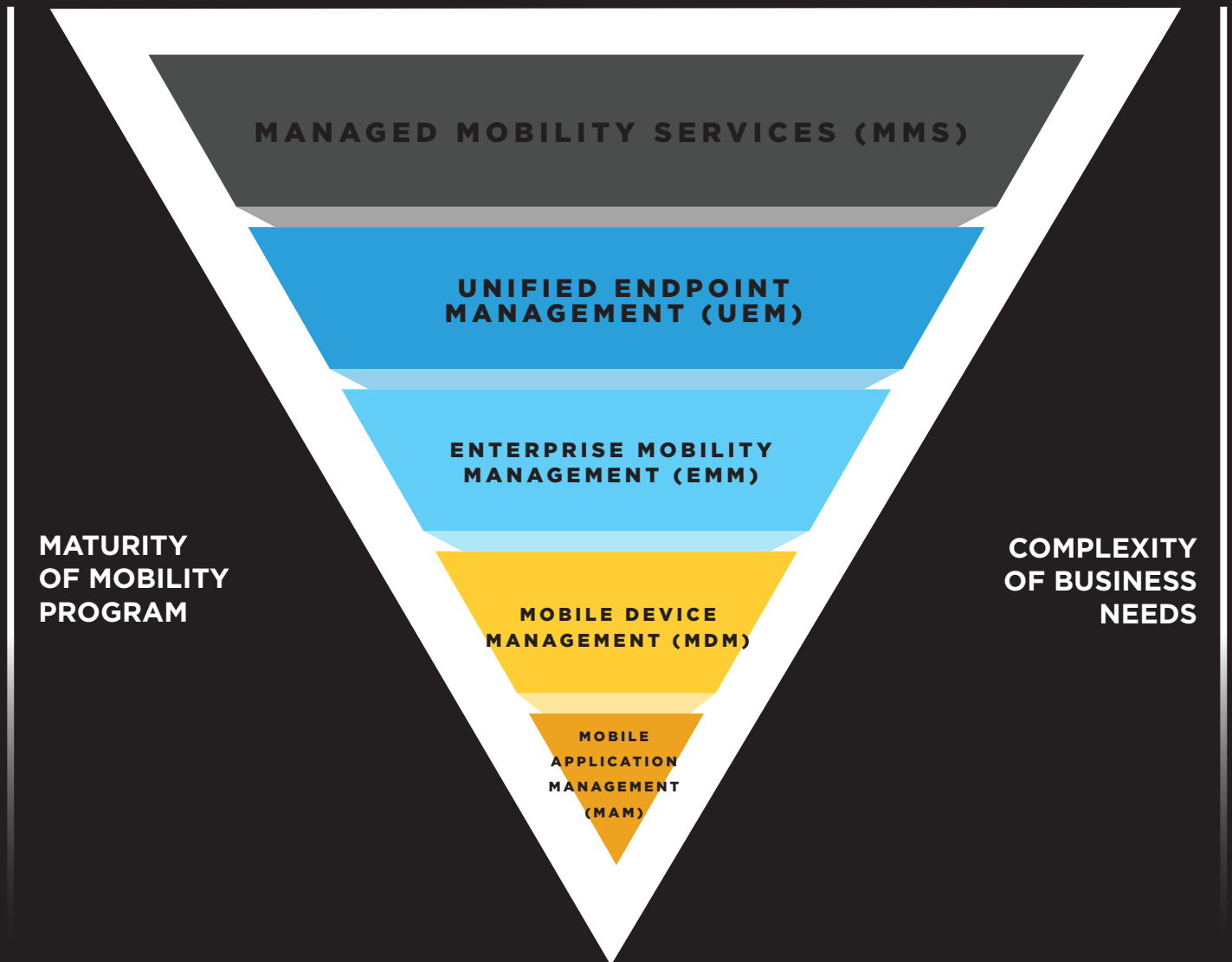
PRO TIPS

✓ MMS is ideal for high-volume, enterprise-level mobile environments.

✓ Not all MMS providers are created equally, so it's important to understand their capabilities and experience.

Deciding Which Strategy Is Best for You

Mobility management solutions overlap and, in some cases, encompass one another. They're often employed together to achieve greater control and visibility an organization requires.

MANAGED MOBILITY SERVICES (MMS)

UNIFIED ENDPOINT MANAGEMENT (UEM)

ENTERPRISE MOBILITY MANAGEMENT (EMM)

MOBILE DEVICE MANAGEMENT (MDM)

MOBILE APPLICATION MANAGEMENT (MAM)

MATURITY OF MOBILITY PROGRAM

COMPLEXITY OF BUSINESS NEEDS

1 MDM and MAM can be targeted solutions under UEM, EMM and MMS.

2 MDM, MAM and UEM are focused more on the device than the carrier or geography and tend to be carrier-agnostic. They typically can be deployed anywhere, although there can be local restrictions.

3 MDM, MAM, EMM and UEM require internal resources with the skills, experience and capacity to manage the software and its capabilities.

4 MMS is an outsourcing option with the managed services provider handling management and administration. MDM and EMM are also sometimes delivered as managed services.

5 MMS requires the managed service provider to have experience and capabilities relevant to the specific wireless carriers you use, which can vary by geography.

What's the best strategy for your organization? Check out the matrix below to determine how the various approaches might support your mobile environment.

ENTERPRISE MOBILITY STRATEGIES

	Helps save money	Helps save time	Increases security	Good for BYOD environments	Helps with logistics management	Supports helpdesk	Helps with device ordering	Helps with device enrollment	Provides device lockdown (total control)	Provides application lockdown	Provides usage visibility	Optimizes usage	Assists with billing/cost allocation	Good for multiple locations	Good for multiple carriers
MMS	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓
MDM			✓					✓	✓	✓				✓	✓
MAM			✓	✓						✓				✓	✓
EMM		✓	✓					✓	✓	✓				✓	✓
UEM			✓					✓	✓	✓			✓	✓	✓

Why Choose vMOX for Managed Mobility Services

For modern business, an expert mobility management strategy is a must. Tools and automated processes are necessary to keep devices and plans in check, usage under control, employees informed and data safe. That's why many businesses worldwide are turning to experts like vMOX for managed mobility services.

vMOX has the experience and expertise in enterprise mobility to optimize your company's mobile device asset management from end to end. We use the perfect balance of people and technology so you see lightning-fast deployments and returns, improved visibility, a positive user experience, consistent quality and smooth processes that save time and money.

WHAT MAKES vMOX DIFFERENT?

✓ **CONTINUAL OPTIMIZATION AT EACH LIFECYCLE STAGE**
Find maximum cost control, increase agility and free up valuable time and resources.

✓ **FULLY AUTOMATED PROCESSES AND SPECIALIZED INTEGRATIONS**
Quickly and easily manage mobility in a single portal, avoiding unnecessary effort, expense and risk.

✓ **POWERFUL GRANULAR ANALYTICS AND CUSTOM REPORTING**
Obtain near-real-time clarity and pinpoint accuracy for strategic financial decisions.

✓ **CUSTOMIZABLE SOFTWARE AND SERVICES**
Receive a unique and streamlined experience that fits your business needs and drivers.

✓ **EXPERT KNOWLEDGE AND SUPPORT**
Secure competitive contracts and stay ahead of mobility demands and trends.

Ready to see how vMOX can manage and optimize your mobile environment?

Contact a vMOX enterprise mobility specialist today to get started.

vMOX.com

📍 2 SEAVIEW BLVD, SUITE #104
PORT WASHINGTON, NY 11050

📞 646. 795. 2000

✉ INFO@VMOX.COM

vMOX