Elevator Pitch

IBM MaaS360 is a comprehensive enterprise mobility management (EMM) platform that enables apps and content with trust on any device, any time, anywhere by delivering mobile security for the way people work.

- *For Enterprise*, IBM MaaS360 delivers maximum scalability, security & seamless integration with existing infrastructure. Comprehensive mobile security to meet enterprise needs, with pay as you go billing.
- *For Small and Medium Businesses*, IBM MaaS360 offers simplicity & affordability – making it the easiest to try & fastest to buy, setup & use. An affordable enterprise-class mobile security offering.

Key Talking Points

- Simple to setup & use in a matter of minutes to manage & secure all major smartphone & tablet platforms including Apple iOS, Android, and Windows 10 – in addition to Windows & Mac OS X laptop platforms
- IBM Security integrations: Trusteer, ISAM, QRadar, Cloud Security Enforcer, BigFix, MobileFirst Platform
- Most secure & affordable productivity & collaboration products with IBM MaaS360 Productivity Suite
- True multi-tenant SaaS infrastructure that can easily scale to manage 10 to 100,000 devices
- Currently managing millions of devices for thousands of customers of all sizes across every industry
- Comes with industry-acclaimed Customer Experience & 24x7x365 Customer Service
- Quick & seamless integration with existing infrastructure, no on-prem servers or network config. required
- Delivers unmatched affordability with clear pricing & a 30-day full production free trial

IBM MaaS360 Product Overview

IBM MaaS360 Management Suite

provides foundational solutions to manage both corporate & BYOD devices and enable their apps and content with trust at any time from anywhere:
- Mobile Device Management
- Mobile Application Management
- Mobile Expense Management

IBM MaaS360 Content Suite

enables a protected, encrypted container and productivity suite to distribute, view, create, edit and share documents on mobile devices:
- Mobile Content Management
- Mobile Document Editor
- Mobile Document Sync

IBM MaaS360 Productivity Suite

delivers a robust set of cross-platform solutions to isolate and contain work emails, Web access and app data to prevent data leaks:
- Secure Mobile Mail
- Secure Mobile Browser
- Mobile Application Security

IBM MaaS360 Gateway Suite

offers simple, protected access to behind-the-firewall business resources, intranet sites and app databases:
- Gateway for Browser
- Gateway for Documents
- Gateway for Apps

IBM MaaS360 Mobile Threat Management

combines mobile risk assessment capabilities of IBM Trusteer with real-time control of IBM MaaS360 EMM in a fully integrated solution:

- Detect, analyze and remediate advanced mobile threats, malware, and compromised devices
- Use over-the-air detection logic updates to take action on jailbroken and rooted devices

Award-Winning

Gartner®
- **"Leader"** in Magic Quadrant for Enterprise Mobility Management Suites for 4 years
- **"Best-in-class cloud"** among ranked EMM vendors

FORRESTER
- **"Leader"** in The Forrester Wave™: Enterprise Mobile Management, Q4 2015
- **"Highest"** rankings in all major categories: offering, strategy, and market presence

INFO~TECH research group
- **"Champion"** in the 2015 Enterprise Mobility Management Vendor Landscape Report
- **"Highest Value Score"** of the vendor group

Why IBM MaaS360

### Powerful EMM capabilities to address all your requirements
- Mobile lifecycle management: deployment, configuration, security, monitoring, and support
- Container solutions and BYOD privacy settings to protect personally information for end users

Robust mobile security platform
- IBM Security: strongest security product portfolio in the entire industry
- Secure devices, email, apps, documents, the Web and corporate networks
- Mobile malware and advanced threat detection and remediation
- Single point of integration for devices, access, apps & content policy mgmt.
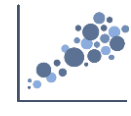
Effortless scalability for any mobile deployment
- Placed "Best-in-Class" cloud among EMM vendors by Gartner
- No infrastructure limitations on the number of devices supported
- Instant feature updates and no ongoing maintenance
- Phase in BYOD and "right size" mobile security investments

Seamless integration with existing and external environments
- Secure plug & play integration mobile with your enterprise systems
- Support for MS Exchange, ActiveSync, Office 365, Lotus Notes, AD, LDAP, cert authorities, reporting systems, help desk systems, and other 3rd party apps
- No on-premise servers or network reconfigurations required

Simple & fast with exceptional customer experience
- 30-day free trial with full set up & deployment in minutes
- Streamlined provisioning, automated workflows & intuitive user interface
- Industry-acclaimed customer service included for training, setup & help desk
- Trial is production, so no need to re-enroll devices from evaluation to live

Vertical	Customer Problems & Needs	
Healthcare	• Secure electronic health records (EHR) • Comply with HIPAA/HITECH & other healthcare regulations	• Support organization-owned, physician/nurse shared, and BYO devices • Distribute healthcare apps & docs
Financial	• Secure sensitive financial information • Comply with PCI-DSS, FINRA, SEC & SOX	• Security policy enforcement & passcode protect'n • Track/manage assets, licenses, usage, data plans
Manufacturing	• Enable greater productivity & efficiency • Comply with PCI-DSS, SOX, ITAR & FRCP	• Enhance customer response times • Secure intellectual property & data
Consumer	• Enhance the in-store experience • Comply with PCI-DSS, SOX & FRCP • Secure access to business docs	• Manage POS, barcode, QR code, service ticket, stockroom & supply chain mgmt. apps • Distribute apps & docs for retail ops
Education	• Manage faculty, students & staff devices • Comply with CIPA & other Edu. regs	• Distribute e-learning apps, docs & video • Support Apple Volume Purchase Program
Public Sector	• FedRAMP and FISMA Authorized • Support gov't-owned & BYOD programs • Telework, Green IT & Cloud 1st Initiatives	• Identity &Threat Management sol'n integrations for secure device, app, content and transactions • Continuous monitoring & policy enforcement

Seller Resources

- MaaS360 Sales Kits: SSW | PartnerWorld
- MaaS360 Community (IBM Internal Only)
- MaaS360 EMM www.ibm.com page
- MaaS360 product www.ibm.com page
- MaaS360 30-Day Free Trial

Strategic Partnerships

IBM | box   **🍎 + IBM**

IBM MaaS360 Quick Reference Guide
Solution Selling to Match Customer Needs

Solutions	Discovery Questions	IBM MaaS360 Key Features	IBM MaaS360 Benefits
Security / Container	• How do you secure sensitive corporate data on mobile devices today? • Are you concerned with managing & securing access to your email & network? • How do you uphold compliance with regulations such as HIPAA or SOX?	• Discover & auto-quarantine new devices on network & distribute policies for users • Enforce device passcodes, encryption, and reset passcodes as needed • Secure & configure email, calendar, contacts, Wi-Fi & VPN over-the-air (OTA) • Work in the *Productivity Suite* to contain emails, web browsing, and app data • Remotely locate, lock & wipe (full & selective) lost or stolen devices • Proactively monitor compliance & automate actions, incl. event & contextual rules	• Securely support BYOD devices w/ data containerization • Separate personal & corporate data with dual persona • Reduce risk of sensitive data leakage • Wipe container, enterprise profiles or the entire device • Maintain user privacy when using BYOD devices for work • Comply with regs – audit trails, monitoring & automation
Devices	• Are you supporting a BYOD program? • Which device types do you support? • How many devices do you manage? • Do you expect this # to grow in 6 months? • Which mobile platforms do you support?	• Manage/secure all major mobile OS platforms including iOS, Android, Windows 10 • 30-day free trial & enroll devices in minutes with individual & bulk enrollments • 100% cloud-based platform seamlessly scales from 10 to 100,000 devices • Enroll devices over-the-air (OTA) via SMS, email or URL • No-fuss maintenance with same day support for all mobile OS releases & updates	• Efficiently manage all mobile devices from one screen • Enable transition to BYOD with full visibility & control • Intelligent device enrollment via easy-to-use interface • Start with a few devices & grow incrementally over time • Automatic updates pushed out to existing subscriptions
Apps	• Do you deploy apps to your workforce? • Publicly available apps and/or enterprise apps built for your company? • Do you need to secure data in your apps? • Do you need to blacklist/whitelist apps?	• Integrated enterprise app catalog for secure advertising, distribution & management of in-house & 3rd party apps across major mobile OS platforms • Publish app updates, delete an app/its data & prevent backups to iTunes or iCloud • *Mobile Application Security* contains enterprise apps to protect against data leaks • Blacklist & whitelist public 3rd party apps	• Simplify & streamline app management for your users • Promote the adoption & usage of productivity apps • Reduce risk of sensitive data leaks from enterprise apps • Remotely remove corporate apps on lost/stolen devices • Prevent usage & data leaks to blacklisted, 3rd party apps
Content	• How do your employees access work documents from their mobile devices? • Do you need to securely distribute content to your workforce? • Do users need to easily edit, share & collaborate on content on their devices?	• *Content Suite* is a fully integrated, encrypted suite of office productivity tools to securely distribute, view, edit & share content • Use data leak prevention (DLP) to control where content can be shared & restrict sharing, printing, copying & pasting outside container • Seamless integration with *Secure Mobile Mail* & file shares, e.g. SharePoint & Box.com	• Simplify & streamline content management • Deliver an intuitive user interface that users will enjoy • Protect content with containerization, even with BYOD • Enable secure sharing & collaboration amongst users • Reduce risk of sensitive data leakage • Deliver productivity tools to edit (not just view) content
Access	• Do your employees need to access corporate intranet sites and behind-the-firewall resources? • Are users accessing restricted websites? • Is Kiosk mode needed on certain devices?	• Enable secure access to corporate intranet sites, e.g. *JIRA*, *Confluence*, *ERP*, etc. • Block known malicious websites & define URL filters based on categories • Use DLP to restrict cookies, downloads, copy, paste, and print features • Disable native & 3rd party web browsers & enable event alerting & reporting • Enforce Kiosk mode with whitelist exceptions to specific websites	• Make employees more productive and efficient by unlocking corporate intranet sites on mobiles devices • Reduce vulnerabilities and mitigate HR policy violations • Eliminate time-wasting activities • Restrict access to a few, select websites at your kiosk
Malware	• How do you detect mobile malware and other advanced threats? • What steps do you take to remediate devices that have been infected with malware?	• Detect apps with malware signatures from a continually updated database • Enable a real-time compliance rules engine to automate remediation • Block access, selectively/fully wipe devices, change policy or remove device control • Detect & restrict jailbroken & rooted devices • Restrict use of MaaS360 container solutions when malware is detected	• Proactively manage mobile threats in real-time • Reduce risk of sensitive data leakage of corporate and personal information • Remediate mobile security risks via automated actions

Key Differentiators

Best IT company

• Delivered from oldest and most trusted IT company worldwide
• Broadest /deepest security portfolio
• IBM Security: ranked as a **LEADER** in 19 industry analyst reports
• IBM is the **ONLY** Leader in 8 Gartner Magic Quadrants for Mobile

Best EMM solution

• End-to-end mobile security across devices, apps, content and users
• Robust container solutions
• Mobile management + IT tools to build & deploy mobile apps at scale
• True unified endpoint management of smartphones, tablets and laptops

"Best-in-class cloud"
per Gartner, 2015 MQ

• Mature, multi-tenant, fully redundant, secure, and on-demand
• Effortless scaling; no infrastructure limitations on # devices supported
• Auto-updates/zero maintenance
• AICPA SOC-2 Type II, FIPS 140-2, FISMA and FedRAMP certified

Best customer experience

• Responsiveness: both pre- & post-sales, 24/7/365 customer support
• Extending mobile to new areas of the organization, add'l use cases
• Reduced cost and complexity of managing mobile assets
• Industry regulatory compliance

Best integrations

• Cloud Extender for legacy systems
• Enterprise gateway (Browser, Docs, Apps) for mobile, no VPN needed
• IBM Security platform: Trusteer, QRadar, Cloud Security Enforcer, ISAM, BigFix, MobileFirst Platform
• Box.com for secure mobile collab.