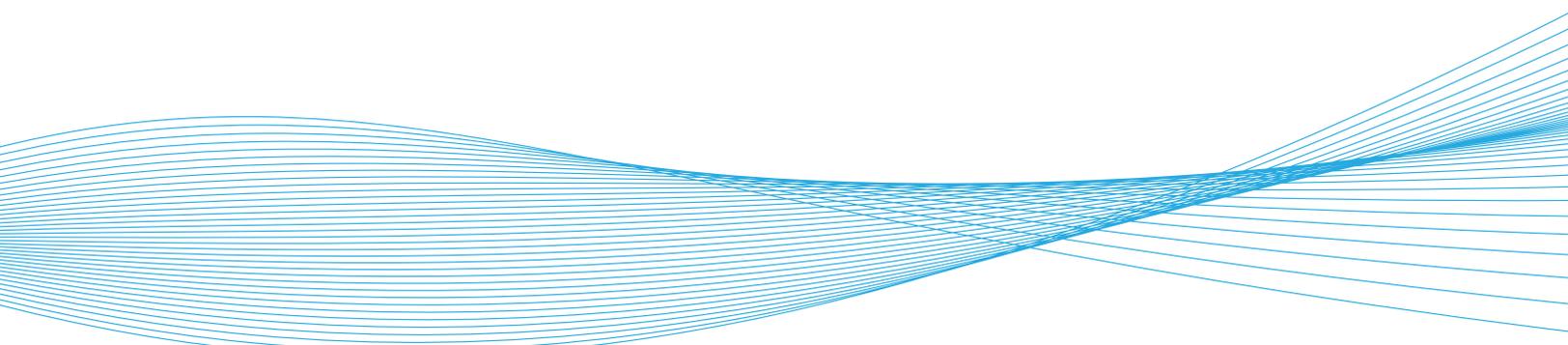




True SaaS for Mobility

Defining Mobility-as-a-Service (MaaS)
and how it fits the needs of business today



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Overview of MaaS

Mobility has become a top priority for IT and business leaders among organizations of all sizes, driven by the increased pressure to improve productivity across a broadening mobile workforce, the desire to become more operationally efficient, and the need to support the proliferation of smartphones and tablets in the workplace. Consulting firm Deloitte predicts that in 2011, more than 25 percent of all tablet computers will be bought by enterprises, and that figure is likely to rise in 2012 and beyond. The surge of the tablet market, coupled with strong growth of smartphone sales means in 2011, for the first time, sales of personal computers will represent less than half of the total computing device market. The reality is that most mobile workers will require both a laptop or a tablet, and a smartphone for the foreseeable future, and IT will need to manage an increasingly diverse mobile device environment for their users.

The process for IT to manage mobility within the enterprise is not a single, all-encompassing capability but a series of successive competencies that define the full mobility life cycle:

- Acquisition and Provisioning
- Performance Monitoring
- Operations and Support
- Compliance and Security
- Expense Management
- Decommissioning

This is similar to what typically occurs with PC life cycle management but the complex nature of mobile devices creates additional challenges for IT. New devices and platforms continue to get introduced into the market at a rapid pace while users become even more demanding and sophisticated. With consumerization, IT is seeing growing demand by employees who want to use their personal devices such as iPhones, iPads, Androids, and even notebooks to access corporate email and data. If not officially supported by IT, people find ways to access this data through back doors. As a result, IT organizations should plan to support 3-4 different mobile platforms in the next 12 months across different work styles and business requirements. At

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the same time, business software delivery models have evolved tremendously over the past couple of years, from on-premise implementations to off-site hosting to Software-as-a-Service (SaaS). And SaaS adoption is clearly on the rise across all market segments. According to a recent Gartner Research report, more than 95% of organizations surveyed expect to maintain or increase their use of SaaS and over one third have projects underway to move from on-premise to SaaS. Most consumer mobile apps like Facebook, Twitter, and foursquare are already SaaS-based. Since mobility is being driven more and more by consumerization, it's highly likely that enterprise mobility applications and management tools will also be delivered the same way.

The combination of these two powerful trends requires a new platform to deliver on the promise of mobility for the enterprise. Enter Mobility-as-a-Service (MaaS). MaaS is a new approach for simplifying all aspects of monitoring, managing, supporting, connecting and protecting mobile workers within the enterprise. The MaaS vision is based on the concept of an enterprise mobility platform that provides a whole new level of visibility into and control over mobile devices, applications, and data. And as an on-demand, cloud-based service, MaaS can deliver the benefits of a global mobile infrastructure without the burden of a large financial investment. Most importantly, MaaS provides a platform that is very much in tune with the pace of mobility and can evolve with the speed at which business is conducted today.

The purpose of this paper is to clarify what MaaS is, how it works, and what's important when evaluating mobility solutions.

What to Look for in a MaaS Solution

As with any true SaaS offering, there are a set of core attributes that define cloud-based services for mobility. There are a number of "hosted" mobility solutions in the market that provide access over the Internet. Unfortunately the misuse of the terms SaaS and cloud are creating confusion because the

delivery model is typically the focus rather than the underlying technology used to deliver the service. Therefore it's also equally important to define what MaaS is not. Simply put, a true cloud-based mobility management offering should not require on-premise hardware, ongoing maintenance, updates or upgrades, network reconfiguration, or be sold under a perpetual licensing model. Although a true MaaS solution is also hosted, it has several other unique attributes that distinguish it from others.

MULTI-TENANCY

When looking at a MaaS solution, a key aspect to understand is multi-tenancy. This is one of the essential technical components of being able to deliver the true economic benefits of MaaS applications. Multi-tenancy allows the vendor to deliver mobility capabilities to multiple customers from a single instance of their platform. It's a one-to-many design where all customers reside on the same instance and strong security walls are established to isolate users. Under this highly scalable approach, vendors can make continual enhancements and all users have access to latest features allowing them to consume them much faster and easier than traditional premise-based solutions. This is very important in mobile IT, where change is fast and traditional on-premise software or appliance solutions could require time consuming and risky updates and upgrades on a monthly basis. Finally, a true multi-tenant architecture is configurable to the individual needs of each user preventing them from having to embark on a lengthy and expensive customization project. Ask vendors if their solution was built from the ground up for multitenancy.

INTEGRATION

Rip and replace is not an option today. Elongated implementation and migration cycles of the past won't work in the fast-paced world of mobility. Through robust APIs and integration options, a MaaS solution should be able to easily tie in with your existing infrastructure and work seamlessly with what you have, extending your enterprise

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capabilities to a mobile environment. This approach allows you to leverage all your existing investments in enterprise infrastructure such as Microsoft Exchange, ActiveSync, Lotus Notes Traveler and Active Directory. Ask vendors if you need to create point-to-point VPN or make network and firewall changes at your sites.

SECURITY AND COMPLIANCE

Concerns around security of data are the reasons most often cited by IT and business professionals when it comes to SaaS. But there is a fundamental difference when it comes to SaaS for Mobility. In a true MaaS solution, no personal, private, company confidential information is stored in the cloud. All this data remains in existing corporate systems and mobile devices. A MaaS solution simply provides visibility into device level information along with the capabilities to manage, secure, and control devices so there is no risk of data compromise. When speaking to a MaaS vendor, it is important however to ask them to provide a SAS-70 Type II certification which assesses the operational effectiveness of internal controls within service organizations.

MANAGEABILITY

Unlike premise-based or hosted solutions, a true cloud-based approach to mobility provides the fastest way to gain secure mobile control with no additional on-premise hardware required to install and manage. And with the growing diversity of mobile devices, having one window and one system to secure all smartphones, tablets, and laptops with centralized policy management across multiple platforms delivers greater IT operational efficiencies. Workflows can be automated and best practices can be applied from previous experiences. The system should be easily configured to adapt to the needs of individual customers and to ensure that users are always on the latest version of the product without ongoing maintenance and upgrades or additional costs. A true MaaS solution is non-disruptive to your operations and the vendor takes care of maintenance, updates, and upgrades, so you don't have to deal with change controls and

downtime. Ask vendors to provide Service Level Agreements including uptime, backup, and disaster recovery for highavailability and mobile business continuity without having to implement multiple redundant appliances.

SCALABILITY

One of the challenges with traditional hosting and on-premise deployment environments is that they are not designed to easily support elastic scalability or rapid growth in user adoption. A true MaaS platform running in the cloud allows users to eliminate barriers preventing the addition of mobile devices, while allowing quick scaling, both up and down, as mobile device requirements change. Add as many devices as needed, when needed, without installing new appliance or databases. This changes the economics of enabling enterprise mobility by allowing users to pay for only what is actually used. Ask vendors if their platform scales downward for small groups, without any minimum commitments, and upward to meet the needs of the largest global enterprises without complex infrastructure requirements.

VENDOR VIABILITY

Last, and certainly not least, when looking at a SaaS based solution for mobility, one of the most important criteria is the reputation of the vendor. Does the vendor have a reliable reputation? How long have they been doing this and can you trust that the vendor will still be in business next year? How big are their IT and operations teams? Also, beware of imposters. There are vendors that claim to offer SaaS, hosted appliance, or on-premise options. Can they really offer the benefits of SaaS by managing all these very different delivery methods and underlying technology infrastructure?

If the costs for vendors are the same for you, the vendor is likely cutting corners on operations to give you a "TCO or ROI" of a hosted option. Ask vendors if they still need to do all the maintenance and operations to your infrastructure manually and one-by-one. This can create errors, downtime, and increased operational risk for you.

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TCO and ROI for MaaS

On-premise mobility systems can cost much more than the initial price and it can be extremely difficult to predict ongoing costs or the level of service you'll receive from your vendor. Since each business has different needs and each vendor offers a different solution, it will take some analysis to determine whether or not the solution can offer realistic savings and increase business value. The most important thing to remember, however, is that often the total cost of ownership is much more than just the initial price of the hardware and software for an on-premise solution. You can expect anywhere from 5-10 times the license fees. Also, your return on investment could be comprised by much more than just the costs incurred after implementation.

TCO

On-premise options require your company to spend time and money on hardware and software, but there is much more than those initial costs. Take a look at some of the hidden costs associated with on-premise solutions:

- Consultants to implement the application
- IT resources to continually customize, patch, QA, and upgrade
- Ongoing monthly maintenance and data center operation fees

A recent Aberdeen study on enterprise mobility management revealed that the industry average TCO per mobile employee was \$243. There are several ways a MaaS solution can provide lower TCO and contribute favorably to the bottom line in comparison with a hosted or on-premise delivery model. Because the software is delivered as a service, the MaaS vendor can spread the costs for hardware, software, updates, and data center operations across many customers. A true MaaS solution operates under a shared infrastructure investment model and offers a predictable subscription pricing that includes all the necessary features to help maximize the productivity of your mobile workforce. CAPEX is eliminated with a MaaS solution. This provides faster access to new capabilities at no upfront cost or effort, freeing limited IT resources to focus on other projects.

ROI

Return on investment can be very hard to measure, primarily because the benefits and costs of a system are often hard to quantify, especially soft metrics such as operational improvements, increased productivity, employee satisfaction, and reduced risk. However, one key to achieving higher ROI is shorter implementation times. MaaS implementations are dramatically faster and therefore less costly than typical on-premise or hosted mobility solutions. Also, new features are continuously added and rolled into existing subscriptions automatically, resulting in incrementally increased capabilities and functionality throughout the subscription period at no additional cost to customers. Over time, the value of the investment in the technology, rather than becoming obsolete, increases as these new capabilities are added.

Why Choose MaaS360?

MaaS360 is a comprehensive mobile device and application management platform. This means that all of the necessary components for advanced mobile device and application management are included and fully integrated, so deployment is quick and easy, without compromising functionality or security.

MaaS360 provides everything you would expect from a powerful, enterprise-class mobility solution, but it's affordable and simple enough for any organization to implement. Everything you need to manage the entire mobile device lifecycle from enrollment to security, monitoring, policy management and support can be done from a single system, providing singular visibility into multiple devices residing on multiple OS platforms. One window, one system.

MaaS360 is designed specifically for deployment speed that delivers more value and higher ROI. As the only enterprise-class mobility platform, MaaS360 combines the economic benefits of the cloud with the ability to tightly integrate with existing email and authentication environments. There's no need to sacrifice control or flexibility, and there is no limit to how many devices you can manage.

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Who Should Consider MaaS360?

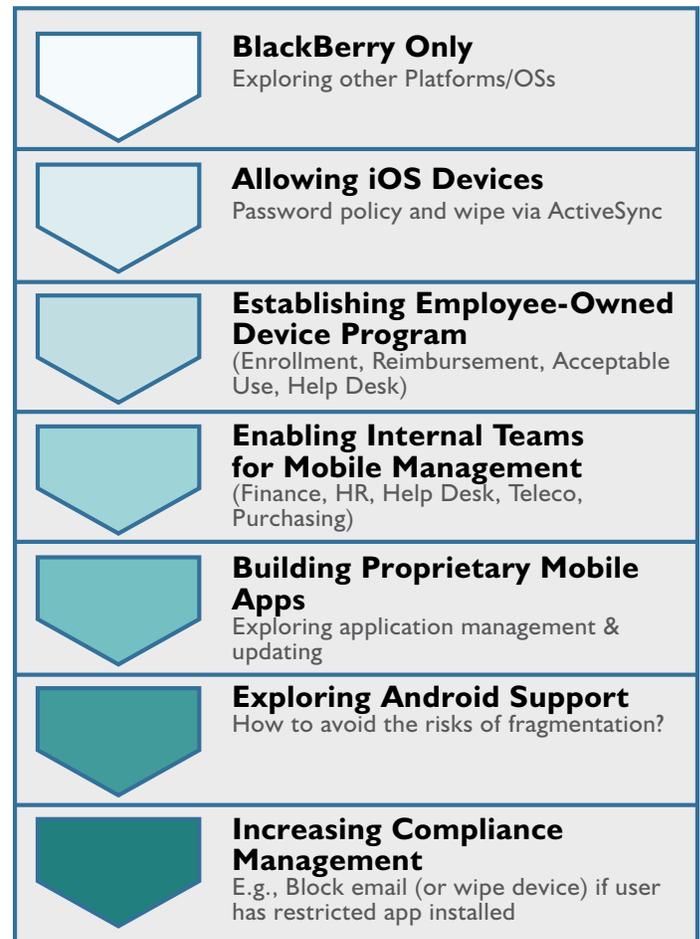
- Large enterprises with mixed device environments and geographically dispersed sites
- Small and medium size companies with limited IT resources
- Organizations that want to lower costs and reduce risk—and who doesn't?
- Organizations with limited CAPEX (shifting to OPEX can help get mobility solutions rolled out faster)
- Organizations with a goal of moving to the cloud for some operations that still want to maintain control (meet your cloud mandate and get mobility management rolled out--a twofer!)
- System Integrations and service providers seeking to easily expand offerings to business customers

Fits With Your Current Situation

MaaS360 helps businesses get started with Mobile Device Management (MDM) or take the next step to more advanced security and compliance or application distribution and management. Wherever you fall in this spectrum (see example below), MaaS360 has the feature set to help you on your enterprise mobility journey.

MDM EVOLUTION EXAMPLE

Where are you in this journey?



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True Mobility-as-a-Service

As an on-demand cloud service built on a secure, multi-tenant architecture, MaaS360 allows you to simplify the onboarding process. You can jump in, start enrolling devices, and get productive immediately because you don't need to install servers, deal with complex configurations, or pay up-front costs. With MaaS360, you get immediate insight and control without the added costs and complexities of deploying hardware and software, and dedicating additional resources to create and support the solution on an ongoing basis.

MaaS360 is offered as a subscription service, delivered over the Internet. As the premier cloud-based mobility solution, MaaS360 is faster to deploy, affordable, and delivers far greater time-to-value than any on-premise or "hosted" solutions.

VALUE DELIVERED

- **Increased Control** - Secure mobile devices with centralized policy management across multiple platforms.
- **Increased Visibility** - Gain mobility intelligence through powerful dashboards, analytics, and reporting
- **Increased Productivity** - Accelerate time to value and keep up with the pace of mobility
- **Reduced Cost** - Access fully integrated MDM capabilities via Software-as-a-Service (SaaS)
- **Reduced Risk** - Protect corporate data with remote wipe, passcode enforcement, and encryption

BETTER FOR IT

- The power and security of on-premises tools without high licensing, deployment and maintenance costs
- Greater flexibility in scaling to meet changing mobile business requirements
- Leverage existing IT infrastructure, including Exchange, Lotus Notes, Good, ActiveSync, Active Directory
- Deliver end-to-end MDM while maintaining IT control
- Reap the benefits of a pay-as-you-go model, and only pay for what you need
- Avoid additional infrastructure setup and maintenance costs
- Focus critical IT resources on innovation, growth, and strategy
- Lower internal resource staffing requirements

BETTER FOR USERS

- More choice to select the devices that best meets their needs
- Fast and simple device enrollment process
- Secure and easy access to corporate applications
- Increased productivity and satisfaction
- No app to download for iOS devices
- No user interaction is required after enrollment

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About Fiberlink

Fiberlink is the leader in mobile device management and the creator of cloud-based Mobility as a Service (MaaS) solutions. The company's MaaS360 platform enables IT to manage laptops, desktops and smartphones, such as the Android and iPhone, as well as tablet devices such as the iPad, in one window, one system. The company's MaaS360 mobility infrastructure and subscription services have revolutionized how enterprises and business users share and secure information over the Internet. The MaaS360 platform ensures reliable, secure and compliant mobile working for employees, while delivering unprecedented Mobility Intelligence™ to senior management and IT operations. MaaS360 is a recognized leader in mobile device management, helping both Global 2000 companies and smaller businesses costeffectively support expanding mobile workforces and use mobile devices to remain competitive in today's economy. Additional information about MaaS360 is available at <http://www.maas360.com>.

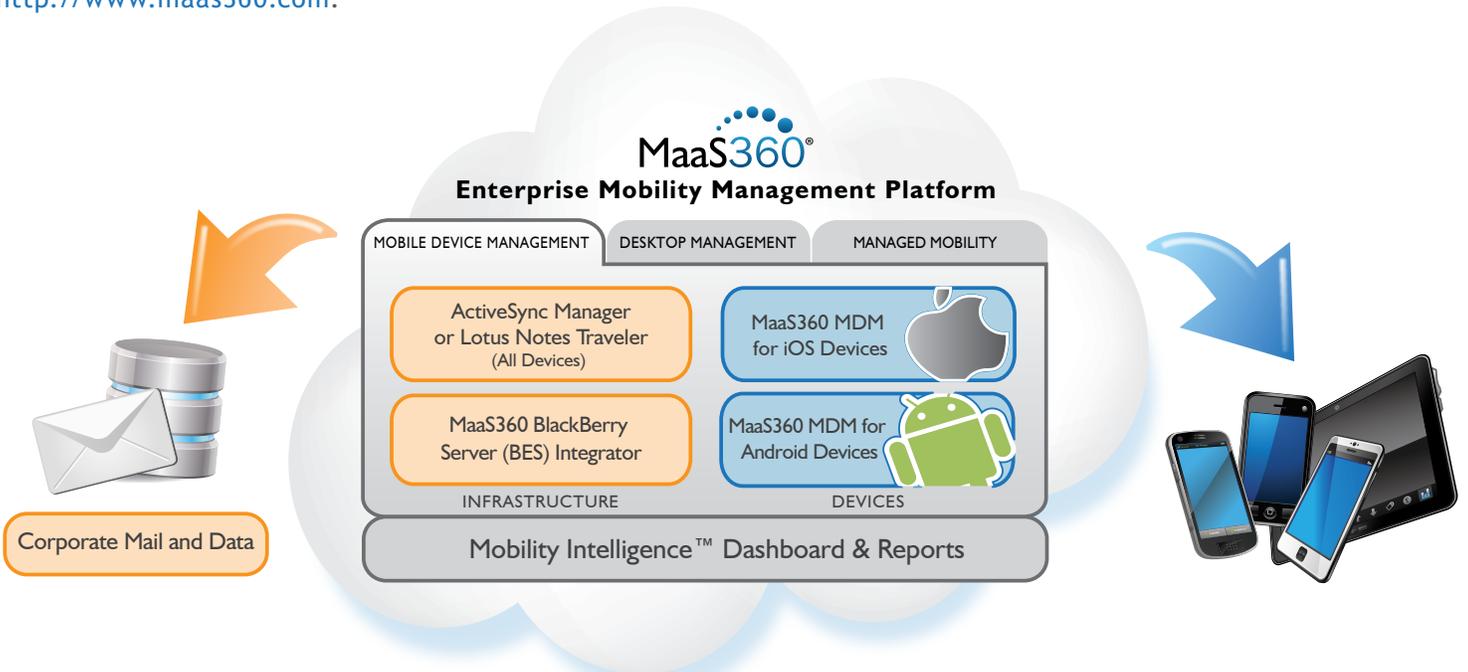
LINKS TO ADDITIONAL RESOURCES:

MaaSters Center - An online community dedicated to providing best practices and education on enterprise mobility <http://maasters.maas360.com/>

Mobile Device Management Best Practices http://www.maas360.com/fiberlink/en-US/knowledge/whitepapers/MDM_BestPractices.html

Mobile Device Management Glossary http://www.maas360.com/fiberlink/en-US/knowledge/whitepapers/mdm_glossary.html

Aberdeen Report - Enterprise Mobility Management 2011: Mobility Becomes Core IT <http://www.maas360.com/fiberlink/en-US/knowledge/whitepapers/emm2011.html>



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