An Mformation Whitepaper

ENTERPRISE MOBILITY SOLUTIONS FROM THE CLOUD – REMOVE THE BARRIERS
MSP Enterprise Mobility Solutions from the Cloud – Remove the Barriers

Managed mobility services are an IT domain that is well suited for cloud-based deployment. This paper highlights the nature and scope of managed mobility services. Capabilities and deployment options are outlined that will support MSP adoption and delivery of mobility services for enterprises from the cloud as they “go mobile.”

Mobility Landscape

Managed mobility services are well suited to cloud-based deployments. Mobility is the set of people, processes and technologies focused on managing the growing array of mobile

Enterprise Mobility Management Landscape (Source: Strategy Analytics)
devices, ownership models, wireless networks, and related services being used in the enterprise. To be effective, managed mobility solutions must encompass the full device or user life cycle—from the first access, while in-life, and through to end of life.

Within enterprise mobility, device management is a key enabling capability. Device management covers capabilities necessary to manage and secure the range of devices being used in a mobile context by employees. There are other important enterprise mobility management areas, such as the ability to simply see the device and device information on the network, enable enterprise applications for mobile use, manage end-point security needs, and understand wireless usage and cost.

Mobility brings substantial benefits for the enterprise: employees enjoy increased flexibility, higher job satisfaction, and improvements in efficiency and productivity. This, in turn benefits the enterprise; according to a worldwide survey of 1,100 mobile workers by enterprise mobility vendor iPass, “employees who use mobile devices for both work and personal issues put in 240 more hours per year than those who do not.” However it also creates a number of new challenges for IT and the enterprise as a whole.

Managed Mobility Challenges

The rate of change in mobile computing acceptance has been phenomenal. The growth of smartphones has been significant over the last five years—more and more smartphones are being sold into both the enterprise and the wider mass market. There are a number of critical OSs in play—from Apple’s iOS and Google’s Android to BlackBerry from RIM and Microsoft Windows Phone. The speed of development is high for these mobile OSs, so new versions are issued often with new features and functions layered into each release. Also, the speed of change in handset models and hardware has matched this general software momentum. There are regular improvements to processing power, capacity and memory uplift, as well as extensions to the functions the physical device can support—from adding additional connectivity options through to new camera and video capabilities.

At the same time, a growing number of computing devices support cellular connectivity, which means that traditional computing devices are being used more and more outside the office in a mobile context. Notebooks increasingly support cellular and Wi-Fi capabilities for mobile use. Further, computing devices are undergoing a rapid change in usage and form factors. Tablets have gained rapid adoption both in the enterprise and across the mass market. These form factors sit somewhere between a true mobile phone and a traditional desktop/notebook.
In aggregate, the rate of change in mobility has been extremely high, and rapid change and innovation will continue for some time.

Mobility has also been at the forefront of the consumerization trend. First and foremost, smartphones and other devices such as tablets have been designed for the mass market/consumer segment. This has led to enterprise requirements for these devices lagging somewhat in the development cycle as key consumer requirements are met first. This has also led to related enterprise trends like “Bring your Own Device”, where employees are using their own personal devices at work. This is creating a fundamentally new enterprise culture where IT no longer solely dictates and controls which devices are used by employees or which devices are allowed within the enterprise. What started with mobile phones has extended to tablets and even is leaking into notebooks. This new “mobile reality” requires companies to find processes and solutions that keep up with the reality occurring in the enterprise while ensuring that base IT responsibilities (e.g., ensuring enterprise data security) are maintained.

The technology, standards and protocols used for wireless differ from standard IT norms and competencies. Although there is some ongoing convergence, and there will be further convergence over time, wireless technology processes differ fundamentally from standard IT processes. This stems from the fact that historically, wireless technologies have been proprietary to the telecom sector. Additionally, telecom companies have been heavily influenced by the mass-market demand for their services—mass-market needs (aka consumerization) have shaped the design of the devices and services. Finally, mobility is still a somewhat new IT category that is both maturing and gaining more importance in the enterprise. Over time, enterprises will tend to increase the relative priority for mobility. At the same time, enterprise IT will build more competence in this area, while a number of the key mobile management and security technologies will eventually be fit into more standard enterprise IT processes and frameworks.

### Cloud-Delivered Managed Mobility Services

Cloud-based solutions from organizations such as managed service providers (MSPs) offer a number of advantages to help support enterprise mobility management and solve these mobility issues for an enterprise. Cloud solutions are forecast to rapidly take market share in the managed mobility area over the next years.

MSPs will increasingly tend to bring together all of the solutions (as well as the skills and competence) needed to support enterprise...
mobility in the enterprise. In doing so, the MSP becomes the one-stop shop for solution components needed to support different employee types across different device types across different user scenarios—stitching together tailored solutions that include the device management, expense management and enterprise application components required by each enterprise. The “wireless” competence levels of the MEAP (mobile enterprise application platform) vendors and ISVs participating in these solutions are high—these companies have detailed solution and industry knowledge within their area. Combined with the generic service skill set of the MSP, this makes for a powerful set of enterprise solutions. In effect, the enterprise can rely on the MSP and its solution providers to bring the necessary domain knowledge to solve the enterprise’s mobility needs.

Where MSPs bring together the components of enterprise mobility solutions, the MEAPs and ISVs included in these solutions ensure that the solution components stay ahead of the game. The MSPs, MEAPs and ISVs together take responsibility for ensuring that there is support for next important device model, OS version or enterprise requirement that comes to market. This ensures support for new technologies, functions and processes as enterprises adopt new devices or as employees bring new technologies into the enterprise. In contrast, behind-the-firewall solutions struggle with the rate of change in mobility technologies, creating a huge ongoing development and support effort for the enterprise IT team.

An MSP-based model can bridge and or mask the technology and competence issues associated with enterprise mobility solutions. The MSP providing the solution and the ISVs providing the key technologies within that solution bring the necessary competence to support these wireless technologies. Also, an MSP model will tend to mask the technology issues—more and more of these mobility solutions will fit the ITSM framework within the MSPs so that the end-user organizations see more “standard enterprise processes”, even if the back-end technologies and protocols differ. Many MSP solutions require the ISVs to fit their solutions into the MSP’s standard ITSM (IT Service Management) framework—in effect, the MSP is maturing the particular solution category for the enterprise sector.

In addition, a cloud-based enterprise mobility management solution will bring other generic benefits. These range from a more flexible deployment model (e.g., pay as you grow) to increased flexibility in the commercial terms (e.g., moving costs from a CAPEX to an OPEX base, or even hybrid approaches).

**Breaking Down Deployment Barriers for MSPs**

Enterprise mobility is now strategic to the enterprise—the question now is not whether an enterprise is going mobile, but rather how many employees and how many services can be mobilized in what timeframe in the most effective manner. At the same time, enterprise
mobility efforts are increasingly going off-premise, as cloud solutions suit the characteristics and dynamics of mobility. So where does that leave the MSP?

MSPs can look at mobile device management as a valuable lead proposition within mobility; as a primary enabler of mobility, EMM will be a necessary core component of any mobility solution. Most enterprises, whether large or small, are already wrestling with this topic today, looking at how to support their mobile employees and the wide range of devices in their hands. Once an MSP has EMM in their portfolio, they can begin resolving this key issue—and monetizing the solution—for their end-user customer base. Down the line, this will lead to other opportunities beyond EMM that enable MSPs to expand their mobility solution set/service catalogue in a variety of ways—from enterprise-specific App Stores or storefront environments, to end-to-end mobile application management, application enablement and application development solutions as well.

Cloud-based solutions, whether for mobility or other areas, need to comply with a number of critical characteristics and criteria. Non-functional capabilities are absolute requirements that, in many instances, outweigh the specific category functions: the solutions need to scale, run homogenously, support virtualization, be resilient, support a distributed architecture, be service-delivery orientated and be secure from end to end. Other critical service characteristics for cloud-based mobility management solutions include:

- **On-demand self-service.** Individuals must be able to set themselves up without needing anyone’s help. Self-care functions of the mobility or EMM solution must allow for self-registration, self-diagnostics and self-repair. Enterprises must be able to visit a website and sign up for service, and have end users self manage their devices to the extent possible without needing anyone’s help.

- **Broad network access.** The Web interface and Web-services APIs must make the mobility or EMM services and applications available through standard Internet devices.

- **Resource pooling.** The multi-tenant features in the mobility or EMM solution must allow for the sharing of processing, storage and infrastructure with multiple tenants. The EMM solution must be capable of running in a virtualized environment with support for multiple languages.

- **Elasticity.** The mobility or EMM solution must be highly scalable (both up and down), must support any number of devices—from hundreds to hundreds of millions in a single instance. Dynamic growth and contraction should be carried out automatically.
Processing and storage demands need to be balanced across a common infrastructure with no particular resource assigned to any individual user.

Conclusion

Mobility is an absolute top priority in the enterprise, and managed mobility services provide a solution approach that is gaining more and more traction. Mobility is also an IT domain that is well suited for cloud-based deployment, making it a key opportunity for MSPs. As the primary enabler of mobility, MDM will be a necessary core component of any mobility solution. However, there are key non-functional capabilities necessary to deliver mobility services. It is critical that MSPs support the key functional and non-functional requirements of managed mobility services.
If you would like to receive additional information on our company and our innovative mobility management solutions, please feel free to contact us.

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