

A security-first solution for a mobile-first workforce

Take control of your mobile environment with IBM MaaS360 with Watson, the planet's smartest endpoint protection platform.



Since the creation of the smartphone, IT departments have been scrambling to keep workers' mobile devices—and the information on them—secure. It's imperative that devices stay secure, data goes only where it should go, and rogue devices and crimeware are kept at bay.

Which can be particularly tricky (and costly) when you're dealing with both employee-owned and agency-owned devices. And mobile device management (MDM) and enterprise mobile management (EMM) solutions can be time-consuming, ineffective and user-unfriendly for both system admins and end users.

But it's a mobile-first world. Government agencies, small and medium businesses (SMBs), and enterprises alike need to provide workers with the tools they need, when and where they need them.

That's why Verizon and IBM are teaming up to deliver IBM® MaaS360® with Watson™, the world's smartest unified endpoint management (UEM) solution.

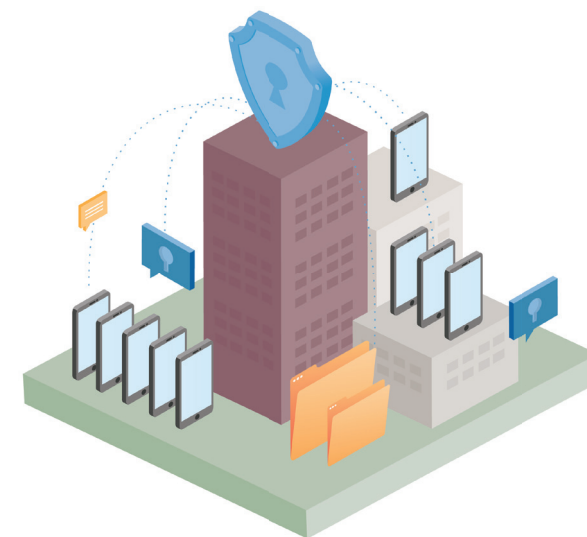
IBM MaaS360 with Watson brilliantly delivers cognitive insights, contextual analytics and cloud-sourced benchmarking capabilities. It makes sense of the daily minutiae created by mobile usage, and automatically protects endpoints, apps, documents and data from crimeware, viruses and unauthorized users.

Striking the perfect balance between productivity and privacy, IBM MaaS360 with Watson empowers government agencies, SMBs and enterprises to easily manage and control network devices, without compromising the user experience, data security or privacy. Package IBM MaaS360 with Watson with Verizon devices and services and you'll get a scalable, reliable and secure mobility management solution that runs on the nation's best wireless network.

Solution details

IBM, a Gartner Magic Quadrant Leader for Enterprise Mobility Management (EMM), has more than a decade of cloud experience and unmatched software-as-a-service (SaaS) security credentials. IBM MaaS360 with Watson features include:

- Hosted in the secure, trusted IBM cloud
- FedRAMP and FISMA certified for government use
- Solution integrates with most existing infrastructure and data repositories
- Controls Microsoft® Windows® and Apple® macOS® laptops, in addition to smartphones and tablets
- Out-of-the-box functionality; no professional installation services required
- Support for platforms from legacy (Windows XP, Vista®, 7 + and 8 +) to the very latest in Windows 10



Solution benefits

IBM MaaS360 with Watson is unified endpoint security made easy. It helps organizations of all sizes and types increase operational efficiency, maximize data security and deliver on digital transformation goals. It also:

- **Enables easy management of corporate and personal devices.** See all devices in one place and remotely manage them over the air.
- **Simplifies bring-your-own-device (BYOD).** Offers simple enrollment and a perfect balance between productivity and privacy for administrators and mobile users.
- **Delivers instant insights and empowers instant action.** Customize alerts, assess the activity feed and conduct searches across the entire environment—all from the same powerful dashboard.
- **Streamlines app deployment.** Makes it easy to promote, distribute and update approved apps using an interactive catalog.
- **Stops mobile malware and rogue devices.** MaaS360 Mobile Threat Management detects, analyzes and automatically remediates mobile risks, such as malware or compromised devices.
- **Empowers secure content collaboration.** The IBM MaaS360 with Watson container delivers a secure and productive content collaboration experience on both personal and corporate-owned devices.
- **Keeps apps, data and content secure.** Users can get what they need and not what they shouldn't have.

Solution	EMM Essentials	EMM Deluxe	EMM Premier	EMM Enterprise
Mobile Device Management iOS, Android™, Windows Mobile®, Windows and macOS	•	•	•	•
Mobile Application Management iOS, Android, Windows Mobile, Windows and macOS	•	•	•	•
Patch and Update Management	•	•	•	•
Identity Management	•	•	•	•
Advisor	•	•	•	•
Mobile Expense Management	•	•	•	•
Secure Mobile Mail		•	•	•
Secure Mobile Chat		•	•	•
OS VPN			•	•
Secure Browser			•	•
Gateway for Browser			•	•
Content Management			•	•
Gateway for Documents			•	•
App Security			•	•
Gateway for Apps			•	•
Mobile Document Editor				•
Mobile Document Sync				•
Mobile Threat Management				•

Use cases

IBM MaaS360 with Watson is an enterprise-grade solution at a SMB price. It's suitable for any size or type of organization looking for a simple, secure and cost-effective way to manage and control both personal and corporate-owned devices.

Government

Many government workers are out of the office as much, or more often, than they're in. And regardless of department or duties, they need to collaborate. It's absolutely critical that they can communicate with the right people—and not with the wrong ones.

With FedRAMP- and FISMA-authorized identity and threat management, IBM MaaS360 with Watson delivers continuous monitoring and policy enforcement, while empowering agencies to take control of devices, apps and content.

The secure IBM/Verizon solution is ideal for:

- **Local government.** Public utilities personnel depend on mobile devices to collaborate with dispatch and other crews. And to get the maps, diagrams, diagnostics and other information they need to respond quickly and efficiently.
- **State government.** Public health department personnel need access to forms, databases, and other tools and content when out inspecting restaurants. With IBM MaaS360 with Watson, administrators can easily promote, distribute and update approved apps and block acquisition of unapproved ones.
- **Federal government.** National Weather Service employees require immediate and secure mobile access to government data, without having to go through the laborious process of setting up a VPN session. IBM MaaS360 with Watson also

enables immediate, over-the-air action on jailbroken and compromised devices.

SMB

IBM MaaS360 with Watson delivers enterprise-level security, scalability and usability at SMB prices.

- **Retail.** Smartphones and tablets are taking over the sales floor, as these intelligent, multitasking devices are being used to look up information for customers, scan barcodes, swipe credit cards and process transactions. But customer security—and brand image—is at stake every time a credit card is swiped on a mobile device, so it's imperative to have the best possible data protection. It's also critical to manage what sales associates can—and can't—do on those devices, and with whom they can share.
- **Construction.** Mobile devices have become as ubiquitous as hammers on construction sites, but it's important that crews only have access to the sites, apps and tools they need—and not what they don't. Workers can also share and edit documents together in real time, keeping projects moving along on track and on time.

Enterprise

For large enterprises, managing devices for a mobile workforce can be a major challenge, especially with a company BYOD policy and employees who juggle the use of smartphones, laptops and even tablets.

IBM MaaS360 with Watson delivers powerful UEM with integrated protection, to simplify management of any number of applications, content, email and devices—without compromising user experience, data security or privacy.

- **Healthcare providers.** Healthcare workers are always on the go, between patients and meetings, and sometimes facilities, too. And nothing is more important than making sure they have the patient information and clinical data they need to make informed decisions—and ensuring that information stays secure. IBM MaaS360 with Watson provides healthcare professionals with a secure, contained environment in which to research, communicate and collaborate, without compromising compliance to HIPPA and other information security regulations.
- **Transportation and distribution.** A company's supply chain is its lifeblood. IBM MaaS360 with Watson keeps all employee laptops, smartphones and tablets secure and free of malware, and prevents unauthorized devices and users from joining the network, helping the supply chain run smoothly.

Why Verizon

When it comes to network connectivity and your business success, better matters. According to RootMetrics, Verizon is number one in speed, data, reliability and overall network performance in the United States.¹ Verizon has ranked number one in network performance satisfaction for 33 consecutive quarters, based on analysis of the latest data from Nielsen.² It also ranks the highest in wireless network quality performance across the United States—for the third time in a row—by *PC Magazine*.³

Learn more.

Contact your Verizon Wireless business specialist to find out how IBM MaaS360 with Watson solutions can help you increase your situational awareness in your organization and improve incident management. Or visit us at enterprise.verizon.com/contact-us.

1 Rankings based on the RootMetrics® U.S. National RootScore® Report: 1H 2016. Tested with best commercially available smartphones on four national mobile networks across all available network types. Your experiences may vary. The RootMetrics award is not an endorsement of Verizon. Visit www.rootmetrics.com for more details.

2 Based on Verizon's analysis of Nielsen's Mobile Insights survey data, which uses respondent's self-reported rating (1 to 10 scale) of network quality satisfaction with their carrier. The underlying source data is an estimate based on a national survey of 90,000 quarterly mobile phone users between Q1 2007 and Q2 2016.

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