Enterprise Mobility Management
Your Mobile Environment is Becoming Complex

Different Devices & Platforms
- Smartphones
- Tablets
- Rugged Devices
- Desksops & Laptops
- Peripherals

Corporate Resources
- Email
- Apps
- Wi-Fi
- Content
- Browsing
- VPN

BYOD
- Corporate-owned

Access and Control
- Email Infrastructure
- Directory Services
- Wi-Fi Networks
- Certificates & PKI
- Malware Anti-Virus
- Content Filtering
- Content Repositories
- VPN Connection
- SIEM
- SQL
- DNS
- DHCP

Network & Security
- Cloud
- On Premise

Corporate - owned

Tablets

Application Management
Content Management
Rugged Management
Laptop Management

Rugged Devices

Content Management
Rugged Management

Desktops & Laptops

Email Infrastructure

Smartphones

Windows

Access and Control

iOS
You Have Multiple Mobile Initiatives Going On

- Enforce Governance Policies
- Collaborate Across the Extended Enterprise
- IT Process Automation
- Comply with Industry Regulations
- Deliver Best-in-Class Mobile Services
- Extend Backend Systems to Mobile
- Mobilize a Business Process
- Digitize Content and Paper-based Workflows
- Technology Migration or Refresh
- Enhance the Customer Experience
- Global Operations and Scale
- Secure BYOD Program
- Ensure Data Security
- Device Ownership and Use Cases
Our mission is to simplify enterprise mobility.
Single Pane of Glass

Manage any device, anywhere in the world, from a single console.
Scale and Multitenancy

Absorb fragmentation within your corporate infrastructure
Intuitive Console Interface

Software that is powerful, yet easy to use
Our company DNA is the perfect mix of innovation and execution.
Company Facts

- 2,000 employees
- 150 countries
- 17 languages
- 11 global offices

Our Mission: Simplify Enterprise Mobility™
Global Presence

- Toronto
- Akron, Ohio
- Atlanta
- DC
- Milton Keynes
- Miami
- Bangalore
- Tokyo
- China
- Singapore
- Melbourne
More than 14,000 Customers Around the World

- 4 of the Top 5 Fortune 500 Companies
- 6 of the Top 10 Big Pharma
- 9 of the Top 10 United States Retailers
- 2 of the Top 3 Worldwide Hotel Groups
- 3 of the Top 5 US Nationally Ranked Universities
- 3 of the Top 5 World’s Largest Energy Firms
- 4 of the Top 5 Global CPG Companies
- 6 of the Top 10 World’s Biggest Airlines
- 5 of the Top 10 Medical Device Companies
A Leader in Enterprise Mobility Management & Security

**AirWatch, a LEADER in 2014 Gartner Magic Quadrant for Enterprise Mobility Management**

A **LEADER in IDC MarketScape**: Worldwide Enterprise Mobility Management Software 2014 Vendor Assessment


**LEADERSHIP PLACEMENT in**

**Ovum Decision Matrix**: Selecting an Enterprise Mobility Management Solution, 2014-15

**CHAMPION in Frost Industry Quotient (IQ):** Australian Mobile Device Management Market 2014


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We’ve developed a platform you can grow into rather than grow out of.
Comprehensive Enterprise Solutions

Manage the Device

Manage the Workspace

Apps

Content

Email

Browsing
For Unified Endpoint Management

**Every Endpoint**
- Mobile Devices
- Laptops
- Rugged Devices
- Printers & Peripherals

**Every OS**
- Android
- Apple
- BlackBerry
- Windows

**Every Use Case**
- Corporate
- BYOD
- Shared
- Line of Business
Built From the Ground Up on a True Platform

**One** Platform

**One** Code Base

**One** Console

Unified Solution
Unified Laptop Management
Laptop Management Today

Infrastructure

Corporate-owned

Domain Joined

Policy Driven

Business Challenges

Multiple management systems across device types and platforms

IT constraints limit platform choices

Global IT policies difficult to enforce across disparate platforms and systems

Device imaging doesn’t meet modern provisioning requirements

Lack of flexibility and difficulty scaling
New Laptop Management Use Cases

Corporate Owned
• Device-level control
• GPS location
• Asset management

BYOL
• Platform of choice
• Privacy concerns
• Access to resources

Kiosk Devices
• Customer experience
• Share information
• Streamline processes
Unified Laptop Management with AirWatch

- Configuration Management
- Software Distribution
- Asset Tracking
- Remote Assistance
- Endpoint Protection
- User Enablement
Unified Laptop Management with AirWatch

• Manage configuration of corporate resources
• Distribute software packages with automated workflows
• Deploy enterprise apps through AirWatch App Catalog
• View device and user details in AirWatch console
• Generate reports and view device and console logs
• Support end users with remote assistance
• Secure data with endpoint protection and restrictions
• Monitor continuously with compliance engine
• Streamline enrollment through agent-based process
• Enable collaboration with AirWatch Secure Content Locker
• Provide users with self-service management capabilities

Manage laptops alongside your smartphones and tablets with AirWatch® Laptop Management for Mac OS X and Windows
AirWatch Apps

AirWatch Agent
View device info and compliance status

AirWatch Inbox*
Access email in a secure container

AirWatch App Catalog
Browse and install approved apps

AirWatch Browser*
Secure web and intranet browsing

*For Windows only
Integrated Workspace Portal & App Catalog

Users access apps with one click SSO from any browser, or directly from the device home screen.
AirWatch AppShield and App Ecosystem
Leverage AirWatch AppShield partners to source or develop apps using out-of-the-box integration with AirWatch solutions.

Maximize investments across enterprise app tools through API integration to the AirWatch platform.
Challenges with Enterprise Apps

End Users
Configuring URLs and Ports
Using Separate Logins
“Server cannot be found”

IT Admins
Enforcing Security Standards
Secure Connectivity to Backend
Understanding App Usage
AirWatch AppShield Enables Enterprise Apps

Common Framework Across Your Enterprise Apps
Authentication
Configuration
Backend Connectivity
Security and DLP
Analytics
Choose Your Approach

**App-level Policies through MDM**

Ideal for public apps requiring basic integration while avoiding needing multiple app versions for each EMM

**Software Development Kit (SDK)**

Ideal for custom versions of apps specific to an EMM provider with deep integration

**App Wrapping Engine**

Ideal when app binaries are distributed to customers to use as their own internal app
Introducing the AirWatch AppShield Program

AirWatch® AppShield features Independent Software Vendors (ISVs), Mobile Application Development Platforms (MADPs), Rapid App Delivery Platforms (RAD) and third party developers integrated with the AirWatch platform.
Leverage AirWatch AppShield partners to source or develop apps with out-of-the-box integration with AirWatch solutions.
Leverage AirWatch AppShield partners to source or develop apps with out-of-the-box integration with AirWatch solutions.
Ecosystem of App Tools

- Pre-written code and infrastructure to save developers time when building an app
- “DevOps” Development and testing automation tools
- Security and privacy detection
AirWatch Mobile App Ecosystem
Discover the AirWatch App Ecosystem

Visit AirWatch Marketplace to learn about more about our partners.
AirWatch Secure Content Locker

- Protect with FIPS 140, AES 256-bit encryption
- Integrate to over 30 repositories
- Configure remote file storage for user content
- Secure with dynamic watermarking
- Create secure content within mobile app
- Capture photos and videos in the app
- Share and collaborate on links and folders
- Display Activity feed with @tagging
- Enable users with Outlook plugin
- Sync content with folder on PC or Mac
- View dynamic content dashboards
Anytime, Anywhere Access

Multiple Operating Systems
- Android
- Mac OS X
- Windows

Multiple User Interfaces
- Mobile Application
- Desktop Client
- Web Portal

Corporate Content
- User Content
Enterprise-grade Security & DLP

User Authentication
- Username/password
- AD/LDAP
- Single sign-on
- Two-factor authentication
- Certificate-based authentication

Encryption
- AES 256-bit, FIPS 140-2 compliant
- In transit, at rest and in use

Advanced Data Loss Prevention
- Define online / offline viewing
- Define effective / expiration dates
- Prevent cut / copy / paste
- Restrict printing
- Restrict screen capture
- Prevent opening in 3rd party apps
- Configure geofence policies
- Prevent compromised devices
- Enable dynamic watermarking

Photo and Video Capture
- Multimedia capture directly in app
- Save metadata for each media set
- Encrypt media on device
- Upload to repository or personal folder
Flexible Content Storage Options

**Cloud**
- AirWatch Cloud
- Office 365
- OneDrive
- Google Drive
- Amazon S3

**Hybrid**
Combination of cloud and on premise

**On Premise**
- SharePoint
- Network File Servers
- WebDAV
- 25+ CMIS Integrations

**AirWatch Mobile Access Gateway**
Seamless VPN connection to existing internal repositories

Integration Across Repositories
Project Collaboration and File Sharing

- Allow users to share files and folders
- Minimize clicks with Outlook integration
- Enable file editing, annotation and comments
Teamwork with Social Feeds

Activity Feed
Review user actions
• Add/delete folders
• Move/rename folders
• Comments
• @tags

Commenting and @Tags
Comment on files and mention users with @tags to notify them instantly via email or on-screen notification
Content Creation

• Create content on-the-go
  • Word, Excel and PowerPoint
  • Text files
  • Audio recordings

• Protect proprietary information

• Save and instantly add to local or personal storage
Real-time Data in Dashboards

Content inventory across the entire organization or at the device level

• Enrolled devices
• Storage limits
• Expiring content
• Devices missing required file
• Devices missing latest file version
• User adoption of personal content
• Most and least viewed files
Reporting and Analytics

Generate and export file and user activity reports

View complete audit trails for document files and user activities

Retain all previous file versions for effective auditing purposes

Sample Reports

- How many times a file is opened
- Which users have a file downloaded
- How long a file remains open
- Content near expiration
- Content compliance
- Device content detail
- Device content summary
Flexible Deployment Options

Secure Content Locker integrated with MDM

Secure Content Locker within the Workspace

Stand-alone Secure Content Locker

Single Solution for the Extended Enterprise
EUC Vision
VMware Strategic Priorities

End-User Computing

Private Cloud

Hybrid Cloud

Public Cloud

Software-Defined Data Center
End User Computing Vision

Secure Workspace for Work at Speed of Life

Desktop  Laptop  Tablet  Phone  Machine
From Data Center to Device

End-User Computing

Desktop
Mobile
Workspace Services

Software-Defined Data Center

Management & Automation

Compute
Storage
Networking
Virtualized Infrastructure

Hybrid Cloud Computing
Thank you!

air-watch.com
Appendix
Unparalleled Multitenancy for a Global Deployment

Maintain control at a global level

Global Company

ACME Financial

Geographies

North America

Asia

Business Units

Corporate

Retail

Wealth Mgmt

Trading

Users & Devices

User 1

User 2

LOB 1

User 3

LOB 2

Managed by North America IT Department

North America Enterprise Systems

Managed by APAC IT Department

APAC Enterprise Systems
Infinite Scalability that Grows with Your Organization

AirWatch helps scale your mobile deployment and automate management, so you can do more with less resources.
Tightly Integrated Mobile Ecosystem

Directory Services
- Novell eDirectory
- LDAP
- Windows Server Active Directory

Certificates & PKI
- COMODO
- Microsoft CMS
- Symantec
- VeriSign
- OPENTRUST
- Entrust

Email Infrastructure
- Exchange
- Microsoft Office 365
- Novell GroupWise
- Google Apps
- Exchange Server

Content Filtering
- BLUE Coat
- websense
- zscaler

Malware Anti-Virus
- Appthority
- VERACODE
- F-Secure

CRM
- salesforce

Printers & Peripherals
- ZEBRA TECHNOLOGIES

Content Repositories
- OneDrive
- Microsoft web services
- SharePoint
- Google Drive
- Office 365
- DAV
- FILENET

AirWatch AppShield
- MicroStrategy
- Sencha
- SAP
- Oracle
- Xamarin
- Webalo
- SAP

SIEM
- Splunk
- RSA
- enVision
Flexible Enrollment for Fast Deployments

CONFIGURATOR & DEVICE ENROLLMENT PROGRAM

Agent
URL
QR Code

Email
SMS

End User
Administrator
Unified Experience Across Corporate Resources

- AirWatch Agent
- AirWatch Workspace
- AirWatch Inbox
- AirWatch Secure Content Locker
- AirWatch Browser
- AirWatch App Catalog
- AirWatch Chat
- AirWatch Tunnel
- AirWatch Video
- AirWatch Teacher Tools
Self-Service Portal to Empower End Users

Reduce IT burden by allowing users basic administration over devices

Simplify enrollment, configuration and support

Enable users to drag-and-drop files into personal folders in AirWatch Secure Content Locker

Share files with others and set different access and editing privileges

Self-Service User Capabilities

Enroll additional devices
Perform remote commands
• Device query
• Send message
• Clear passcode
• Wipe device
Download optional profiles
View device information
• Compliance audit
• Installed profiles and apps
• GPS location
Request applications and technical support
Add personal content to SCL
Enable secure collaboration on content
Automated Compliance Engine

1. **Build Policies**
   - Application list
   - Compromised status
   - Encryption
   - Model, OS version
   - Passcode
   - Roaming

2. **Define Escalation**
   - Time based:
     - Minutes
     - Hours
     - Days
   - Tiered actions
   - Repeat actions

3. **Specify Actions**
   - Notify admin when non-compliant
   - Send SMS, email, push notification
   - Request device check-in
   - Remove or block specific profiles
   - Install compliance profile
   - Remove all profiles
   - Remove or block apps
   - Enterprise wipe

### Compliance Stats

- **Non-Compliant**
  - COMPROMISED: 1
  - PASSCODE: 36
  - ENCRYPTION: 34

- **Compliant**
  - COMPROMISED: 161
  - PASSCODE: 120
  - ENCRYPTION: 122

- **Unknown**
  - COMPROMISED: 26
  - PASSCODE: 32
  - ENCRYPTION: 32
Advanced Logging for Regulatory Audits

- Log all admin, device and system events for system monitoring
- Integrate with existing logging tools
- Track Terms of Use acceptance
- Determine historical retention requirements
- Adjust policies for local regulations

<table>
<thead>
<tr>
<th>Severity</th>
<th>Date/Time</th>
<th>User</th>
<th>Module</th>
<th>Category</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warning</td>
<td>11/18/12 7:43 AM EST</td>
<td>jdoe</td>
<td>App Catalog</td>
<td>Device</td>
<td>App Install Failed</td>
</tr>
<tr>
<td>Information</td>
<td>11/18/12 7:09 AM EST</td>
<td>asmith</td>
<td>Admin</td>
<td>Policy</td>
<td>Admin User Edited Passcode Policy</td>
</tr>
<tr>
<td>Information</td>
<td>11/18/12 6:37 AM EST</td>
<td>Jthomas</td>
<td>Admin</td>
<td>User Management</td>
<td>Added to Sales User Group</td>
</tr>
<tr>
<td>Critical</td>
<td>11/18/12 6:17 AM EST</td>
<td>nhorton</td>
<td>Device</td>
<td>Device</td>
<td>Device Remotely Wiped</td>
</tr>
<tr>
<td>Information</td>
<td>11/18/12 6:01 AM EST</td>
<td>rjones</td>
<td>Self-service Portal</td>
<td>Login</td>
<td>SSP User Login success</td>
</tr>
</tbody>
</table>
Real-time Insights, Trends and Analytics

**AirWatch® Hub**

- Customizable dashboards
- Export details into a PDF
- View details including:
  - Enrollment
  - Compliance
  - Profiles
  - Applications
  - Content
  - Telecom
  - Email
  - Certificates

**AirWatch® Analytics**

- View device deployment information
- View historical data of company devices
- Select custom date range views
- Ability to drill down into data
- Comparison view

Generate Over 80 Reports | Distribute or Export | Integrate with BI
Globalized Console and Apps

Languages Supported

Choose from **17** language packs

- English
- Spanish
- French
- German
- Italian
- Arabic
- Portuguese
- Turkish
- Russian
- Polish
- Danish
- Japanese
- Korean
- Simplified Chinese
- Traditional Chinese
- Simplified Chinese
- Traditional Chinese
- Arabic
- Dutch

Allow users to select language from active list for enrollment, applications, self-service portal and AirWatch Secure Content Locker™

Administrator sets language packs across organization

Language automatically reflects users' locale on device or workstation computer

Specific terms can be customized in any language

Default Term

Custom Term

Enterprises Wipe

Corporate Wipe
Customizable Branding

Log-in Screen

Admin Console

Secure Content Locker

App Catalog

Self-service Portal
We understand your requirements are unique, so we give you flexibility.
Management Approaches

MDM
Manage the Device

Containerization
Manage a Workspace

Hybrid

Example: BYOD

Example: Corporate-owned
## Deployment Options

<table>
<thead>
<tr>
<th>AirWatch Cloud</th>
<th>Deployment</th>
<th>AirWatch On Premise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlimited scale with no hardware to purchase</td>
<td>Unlimited scale (may require additional hardware)</td>
<td></td>
</tr>
<tr>
<td>Implement in days.</td>
<td>Implementation</td>
<td>Implement in days.</td>
</tr>
<tr>
<td>Best-in-class technology from Cisco, EMC, Dell, F5, VMware and Riverbed</td>
<td>Hardware</td>
<td>Choose your own hardware. Guide provided so you’ll know what hardware you will need</td>
</tr>
<tr>
<td>Data stored based on configurable privacy policies</td>
<td>Security</td>
<td>Data stored based on configurable privacy policies</td>
</tr>
<tr>
<td>High availability and disaster recovery configurations with test environments</td>
<td>Architecture</td>
<td>Develop based on your AirWatch installation requirements and sizing</td>
</tr>
<tr>
<td>Preconfigured network seamlessly integrates your network systems</td>
<td>Network</td>
<td>Firewall and proxy configuration required for network system setup</td>
</tr>
<tr>
<td>Integrate AirWatch with enterprise systems with AirWatch Cloud Connector</td>
<td>Integration</td>
<td>Integrate directly with APIs and firewall configurations</td>
</tr>
<tr>
<td>Receive software upgrades and maintenance checks automatically</td>
<td>Upgrades</td>
<td>Choose when to upgrade based on AirWatch release schedule and OS/manufacturer updates</td>
</tr>
<tr>
<td>Migrate to on premise at any time</td>
<td>Migrations</td>
<td>Migrate to AirWatch Cloud at any time</td>
</tr>
</tbody>
</table>
World Class Data Centers

- Dallas
- Lithia Springs
- Atlanta
- Perimeter
- Virginia
- UK
- Spain
- Germany
- Japan
- Hong Kong
- Singapore
- Australia
- New Zealand

Demo | Trial | UAT | Production | Federal | Disaster Recovery
We’re here to support you, and ensure your team is successful.
Reliable Support for Mission Critical Deployments

- Global offices
- Comprehensive support
  - Online
  - By phone

- In-house team
- Development support
- Multi-vendor interaction
- Available in 18 languages

- Online chat
- Online knowledgebase
- Integrated ticketing system
- Advanced phone system
Global Services and Support Investments

**Americas**

**Product**
Brazilian Portuguese, English, Spanish

**Services and Support**
Arabic, Bengali, Bulgarian, Gujarati, Haitian Creole, Hebrew, Hindi, Japanese, Kannada, Marathi, Polish, Portuguese, Punjabi, Russian, Swahili (Kiswahili), Spanish, Tamil, Telugu, Yoruba

**Sales**
Brazilian Portuguese, English, French Canadian, Spanish

**EMEA**

**Product**
Arabic, Czech, Danish, Dutch, French, German, Italian, Polish, Turkish

**Services and Support**
Dutch, French, German, Italian, Mandarin, Polish, Portuguese, Spanish

**Sales**
Arabic, Danish, Dutch, English, French, German, Italian, Polish, Spanish, Swedish

**ANZ**

**Product**
English

**Services and Support**
Cantonese, French, English, Hindi, Indonesian, Japanese, Korean, Mandarin, Philippines (Tagalog), Taiwanese (Hokkien), Vietnamese

**Sales**
Bahasa, Chinese, Cantonese, English, Japanese, Korean, Tagalog

**APAC**

**Product**
Chinese Traditional, Chinese Simplified, Japanese, Korean, Russian

**Services and Support**
Cantonese, Indonesian, Japanese, Malay, Mandarin, Thai

**Sales**
Bahasa, Cantonese, Chinese, English, Japanese, Thai, Malay
Best-in-class Consulting Services

**Solution Services**
- Assistance with setup, configuration and testing
- Purchase a fixed number of services and training hours

**Health Check Packages**
- Technical and functional review
- System review and assessment pre- and post go-live

**Integration Services**
- Authentication of integrated systems
- Assistance with the configuration and setup of an initial set of pilot user(s)

**Custom Deployments**
- Consultation services to address your key concerns
- Assistance with special business use cases and advanced features
AirWatch Academy Certification Program

Choose Your Path
3 levels of certification training offered through live webinars, on-demand webinars or in person training

Associate Level
Mobile Device Management Fundamentals
Mobile Content Management Fundamentals
Mobile Email Management Fundamentals
Mobile Application Management Fundamentals
Platforms and Devices
Integration and Architecture

Professional Level
Mobile Device Management Advanced
Mobile App Management Advanced
Mobile Email Management Advanced
Mobile Content Management Advanced
Platform and Device Advanced
Integration and Architecture Advanced

Expert Level
Installation and Upgrade Expert
Mobile Application Management Expert (coming soon)
Integration Expert (coming soon)

Get Certified
Scenario-driven exams focused on real-world examples

By becoming certified you receive:
• Recognition of your technical knowledge and skills
• Official AirWatch Certification PDF
• Use of the AirWatch Certified logo
• Greater opportunity for career advancement
We are the future of mobile innovation.