IBM Security MaaS360 with Watson Mobile Application Management
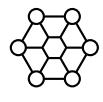
Simply deploy, manage and secure mobile apps

Manage apps across your organization with the enterprise application catalog

Manage your mobile app lifecycles

Manage your mobile app security

Manage your mobile app compliance and enforcement

As of this year, Forrester predicts that 60% of large companies will prefer a "work-from-anywhere" hybrid working model. These companies "must ensure that they have a technology stack in place—and a workplace culture—that makes every employee feel they have a seat at the table, wherever they are working from on a given day."[1] Mobile apps have unleashed the true potential of mobile devices but their use requires sensitive enterprise data to be secured, especially in the bring your own device (BYOD) era. However, mobile apps have increasingly become sources of corporate security vulnerabilities, due to poor data storage practices, malware, unauthorized access, lack of encryption and data leaks from synching.

IBM® Security® MaaS360 with Watson® Mobile Application Management (MAM) is a software-as-a-service (SaaS) solution that delivers an intuitive enterprise app catalog to provide robust security and operational lifecycle management of mobile applications. IBM Security MaaS360 with Watson allows for the distribution and management of apps on all major platforms, including Android, iOS and iPadOS. This enables IT administrators to remotely control, deploy, track and configure apps on personal and corporate devices while maintaining a robust security posture.

IBM **Security**

Manage apps across your organization with the enterprise application catalog

The IBM Security MaaS360 with Watson app catalog is a repository for public (store apps), private (purchased apps), enterprise (custom-built apps) and web apps. IBM Security MaaS360 with Watson allows you to add, deploy, upgrade, secure and manage apps across your organization while taking advantage of the following features:

– Provide an intuitive, customizable enterprise app catalog for iOS, iPadOS and Android devices
– Deliver an exceptional user experience by instantly enabling users to view and install available apps and receive alerts to update apps
– Use a protected, web-based console for managing and distributing a selection of public and enterprise apps

Manage your mobile app lifecycles

IBM Security MaaS360 with Watson provides end-to-end application lifecycle management that is simple to use for administrators and frictionless for users. With IBM Security Maas360 with Watson, you can:

– Integrate with public app stores like the iOS App Store and Google Play Store for seamless workflows
– Distribute apps and track their installation over-the-air (OTA) to all users, groups of users or individual devices
– Deploy enterprise app updates to mobile devices
– Reference continuous app inventory reports
– Use best practice workflows for simple mobile app management

Manage your mobile app security

IBM Security MaaS360 with Watson uses containerization, has native security features, easily integrates with 3rd party solutions and allows for add-ons to offer a zero trust approach to endpoint management. To help bolster your security, the solution enables you to:

– Set up automatic app removal conditions to prevent unauthorized access to the app
– Enable the app approval workflow to ensure apps pass predefined quality standards and guidelines before they're to the app catalog
– Use a simple app wrapper or software development kit (SDK) as a security add-on to IBM Security MaaS360 with Watson Mobile Application Management
– Authenticate users before accessing apps
– Receive near real-time alerts of compliance violations
– Enable app-level tunneling for protected access to corporate data without needing a device VPN

Manage your mobile app compliance and enforcement
IBM Security MaaS360 with Watson allows IT experts to set up policies for devices and applications, ensuring that the mobile technology stack is aligned to your company's security approach and allowing you to:

– Blacklist, whitelist and set required apps
– Limit native apps on a device
– Restrict access for jailbroken or rooted devices
– Configure automated compliance enforcement actions
– Take instant action through automation or manual intervention to block email access, restrict network resources and perform a remote wipe
– View graphical reports of security and compliance history

Conclusion
IBM Security MaaS360 with Watson Mobile Application Management delivers an intuitive, customizable enterprise app catalog for iOS and Android, a mobile application lifecycle management platform and built-in mobile application security capabilities. The application container and the opportunity to create and enforce security policies helps you make sure your company data and content are protected at all times, in your terms.

Why IBM?
IBM Security MaaS360 with Watson Mobile Application Management is part of the unified endpoint management (UEM) solution stack and offers an easy-to-use, SaaS MAM platform for the end-to-end application management and security of iOS and Android devices. The app catalog and the ability to integrate with public app stores and distribute apps and track their installation over-the-air helps administrators create a frictionless experience for the users. IBM Security MaaS360 with Watson Mobile Application Management also has advanced, built-in security features to help IT personnel set up policies, manage app security and enforce compliance.

For more information
To learn more about IBM Security MaaS360 with Watson, please contact your IBM representative or IBM Business Partner, or visit ibm.com/products/unified-endpoint-management

1.   Forrester Report, "Pick From Three Types of Anywhere-Work Strategy", November 18th, 2020