



The Future of Mobile Device Management

**Simplifying the move from BlackBerry
to a multi-OS environment**



MobileIron Advisory Services
415 E. Middlefield Road
Mountain View, CA 94043

www.mobileiron.com

Table of Contents

Introduction	3
Benefits of Multi-OS Mobile Device Management	3
Gain visibility across all platforms, for efficient device management.	3
Assign consistent policies.	4
Prepare for BYOD.	4
Enable employee choice for BYOD as well as corporate-owned devices.....	4
BlackBerry Replacements Step by Step	4
Determine your platforms of choice.	5
Determine your end-user population type.	5
Plan for a phased migration.	5
Start with the basics: Block and tackle with passcodes, email, and encryption.	6
Setup a single pane of glass view	6
Set up the same groupings and policies.	6
Enable additional Mobile IT features.....	6
Use Case: Replacing BlackBerry with Android	7
Conclusion	8

Introduction

Organizations are asking a lot of mobile IT these days. Just as many teams have finally figured out the BlackBerry enterprise platform, companies are going global, employees are roaming with their devices, and CEOs are buying iPads—which of course, they expect IT to support. Sound familiar?

Research in Motion (RIM) and its popular BlackBerry device once dominated business mobility. IT liked the solution for its advanced functionality and the ability to control an end-to-end platform. However, the era of one-size-fits all mobility is fast drawing to a close. For example, in October 2012, US Immigration and Customs Enforcement (ICE) announced that despite having relied on RIM's technology for eight years, it will now be migrating to Apple's iPhone for its agents and employees, concluding that the iOS will better serve the agency's needs.

As the next generation of smartphones and tablets enters the market, employees want the freedom to choose their own devices and use apps that meet their needs. The organization must adapt. IT departments need contingency plans for their existing mission-critical BlackBerry Enterprise Server (BES) deployments. And they are looking for ways to integrate Android and iOS into a multi-OS environment, while controlling costs and protecting the organization's data as it moves about the world.

MobileIron can ease this transition. Many of our customers are in the process of migrating from BlackBerry to other platforms, and they rely on our technology to provide a single lens through which to manage mobile devices. We have worked with over 1000 customers introducing multi-OS to a BlackBerry-only environment. This paper summarizes some of the advantages and best practices that we have observed.

Benefits of Multi-OS Mobile Device Management

There are many good reasons to move to a multi-OS mobile device management platform like MobileIron. Here are four to consider:

1. Increase device management efficiency through visibility across all platforms.
2. Assign consistent policies.
3. Prepare for Bring-Your-Own-Device (BYOD).
4. Enable employee choice for corporate-owned devices and BYOD.

1. Increase device management efficiency with visibility across all platforms.

Mobile administrators need a way to configure and secure smartphones and tablets efficiently, even as the device landscape is shifting. The MobileIron platform integrates with your existing BES server to provide visibility into all of your devices. You can manage BlackBerry, iOS, Android and Windows Phone 8 from a central control panel—without having to go back to the BES.

With MobileIron, mobile administrators can perform common BlackBerry management tasks—such as lock and wipe—from the same console they use to manage other devices. This not only saves time and complexity in management, but also improves the user experience through consistency in how devices are managed by IT.

2. Assign consistent policies.

Security policies are key to effective mobile device management. What type of passcode will you require on the device? Will it be encrypted? How will you monitor apps that are installed on the device? And what's the minimum version of the OS that is required?

As you move to a multi-OS landscape, consistency in all of these policies across multiple devices becomes paramount. For example, passcodes should have the same number of digits and the encryption level should be the same across all devices. MobileIron makes it easy for mobile administrators to assign the same policies across operating systems. This ensures that the experience for end users is as similar as possible across differing devices.

The newer platforms do not all have the same levels of control and some BlackBerry policies cannot be replicated in an iOS or Android environment. Consequently, it's important to decide the minimum set of management features required for the organization to introduce the new platform. The advanced feature set and level of control that MobileIron provides will help users manage this transition.

3. Prepare for BYOD.

Setting up a multi-OS mobile device management system can prepare the company for a future in which users bring their own devices to work. When users handle mobile contracts and payments, companies can save money, and employees are happier when they are allowed to choose their own devices and plans. MobileIron's cross-platform functionality allows organizations to standardize management of devices, making a transition to BYOD possible.

4. Enable employee choice for BYOD as well as corporate-owned devices.

In most organizations, employees respond positively when they have a say in the devices they use for work. Giving workers the option to select from a menu of laptop, tablet, and smartphone options empowers them to work when, where, and how they choose.

BlackBerry Replacements Step by Step

The key to a successful migration from a BlackBerry only mobile environment to a multi-OS mobile environment involves a combination of thoughtful planning and proper execution. In working with numerous customers who have executed successful BlackBerry migrations we've determined that the steps below describe the optimal approach to this project.

1. Determine your platforms of choice.
2. Determine your end-user population type.

3. Plan a phased migration.
4. Setup a single pane of glass view
5. Start with just the basics.
6. Set up the same groupings and policies.
7. Enable additional Mobile IT features.

1. Determine your platforms of choice.

- Which platforms will you choose to support?
- Will BlackBerry users begin to migrate toward iOS, Android, Windows Phone, or others?
 - For iOS, organizations can typically support all device types because of the consistency across the platform
 - For Android we recommend standardizing on a small number of specific device types because the Android landscape is quite varied and will lead to differences in features across devices. Typically we will recommend Samsung SAFE enabled devices due to their advanced management capabilities.
 - For Windows Phone 8 today the manageability of these platforms is very limited. Due to this we only recommend this platform if the management requirements are simple (i.e. Passcode lock, Email configuration).

2. Determine your end-user population type.

- Will there be segregation between BYOD and corporate-owned devices?
- Will the user population involve both?
- How are these devices being used? Are there any specific specialized use cases (i.e. Retail, warehouse, education, etc.)?

3. Plan for a phased migration.

- How will you move off Blackberry and onto the new platforms?
- Will Blackberry devices continue to exist in the future along with the new platforms?

There is no quick fix to replacing BlackBerry devices in the enterprise. The 77 million BlackBerry users in the world aren't going to switch to Android and iOS overnight. It's more cost-effective to explore other approaches that apply to the many different types of customers who use BlackBerry. For example, organizations could choose to adopt a "cap and expand" approach. As the carrier contracts for BlackBerry devices expire, users can replace them with new Android, iPhone or other devices. Most companies start with a pilot group, often in the C-suite or a particular business unit that

needs a new device for an app they want to use. It usually takes a couple of years to complete a migration this way.

4. Start with the basics: Block and tackle with passcodes, email, and encryption.

When moving to a multi-OS mobile environment, it's best to start with a universal need like email before you move on to more advanced management activities. Begin by standardizing email, enabling passcodes, and mandating encryption across all devices. It is also crucial to have a team of mobile administrators that can field issues and take action according to protocol. These mobile administrators can lock, wipe, and resend the service book for any device in the network. They also can customize the user experience and issue and manage apps.

While these basic capabilities provide a good start, they don't take advantage of the full capabilities of the MobileIron platform. If you want to advance your Mobile IT initiatives, you need a real multi-OS MDM solution. MobileIron builds on the Exchange ActiveSync protocol to provide full, enterprise class management of mobile devices.

5. Setup a single pane of glass view

In order to effectively manage, track and consolidate your migration you should integrate MobileIron to your BES environment. With this powerful integration you will get a full view into all of your mobile device platforms (iOS, Android, BlackBerry, etc) through the MobileIron administrative portal. This allows for several unique benefits:

- View of all devices and associated users
- View details of each device across all platforms
- Perform basic device management functions across BlackBerry devices such as Wipe, Lock, Resend Service Books, etc
- View and manage current IT policies assigned by the BES server

6. Set up the same groupings and policies.

When setting up a new mobile OS, be sure to match any groupings you have on the BES server, such as executive users, sales teams, the IT team, etc. Ask how the existing groups and policies are set up in BlackBerry. Using this same hierarchy, define your groupings and policies within MobileIron. Finally, assign any equivalent policies to the respective groups. This is simplified if using LDAP, as MobileIron can use LDAP parameters to group users.

7. Enable additional Mobile IT features.

Now that you've addressed the critical base functionalities, you are ready to explore additional advanced capabilities of MobileIron and your new platforms. Below are examples of advanced

functionality that can expand the power of your mobile workforce. Identify those areas that will be most impactful to your specific use cases which can have the most impact to your business and determine how to efficiently enable them. This is an opportunity to not only enable additional platforms but also provide additional power to your mobile users.

- Automatic policy enforcement with the MobileIron Sentry
- Wi-Fi / VPN automatic configuration
- Certificate based authentication to allow for ease of authorization
- Application management and security via the AppConnect and Apps@Work feature set
- Document management and security via the Docs@Work feature set

Use Case:

Replacing BlackBerry's lockdown capabilities on iOS and Android

One of the key benefits of the BlackBerry platform is to provide tightly locked down devices for specific use cases. Although the new world of smartphones lends itself to open and free use, there may be critical use cases where a locked down managed device may still be needed. For example devices used for kiosks displays, retail, highly regulated, etc.

The following features of the MobileIron platform will allow mobile IT to apply many of the same advanced management features of the BlackBerry on other platforms, including:

- Secure email, apps and data
- Restrictions on copy/paste, screen capture, SD card*, USB* and backup (iCloud, Google Backup) and many others
- Only corporate managed apps, with silent app install* and uninstall
- Restrictions on roaming data and roaming voice calls
- Tunneling of browser and application data via a Proxy (MobileIron Sentry)

** Denoted items apply to Android only*

Conclusion

As new mobile devices continue to roll out and employees get more of a say in which devices they use, IT needs to change how it handles mobile device management. The single OS, closed-system approach will no longer prevail, and most BlackBerry deployments will gradually mix with Android and iOS devices. Mobile administrators urgently need a better way to manage this diverse and dispersed landscape. The MobileIron platform eases the transition to a multi-OS environment by bringing management of all devices into one console, for better visibility and control across multiple operating systems and devices.

- Contact MobileIron to learn more.
- [Read the case studies](#)
- [Watch the webinar](#): NOC'ed Out? Financial Services Firm Thames River Migrates off BlackBerry

MobileIron is a member of the Blackberry Alliance Program and committed to helping businesses get the most value from their current and future Blackberry deployments.