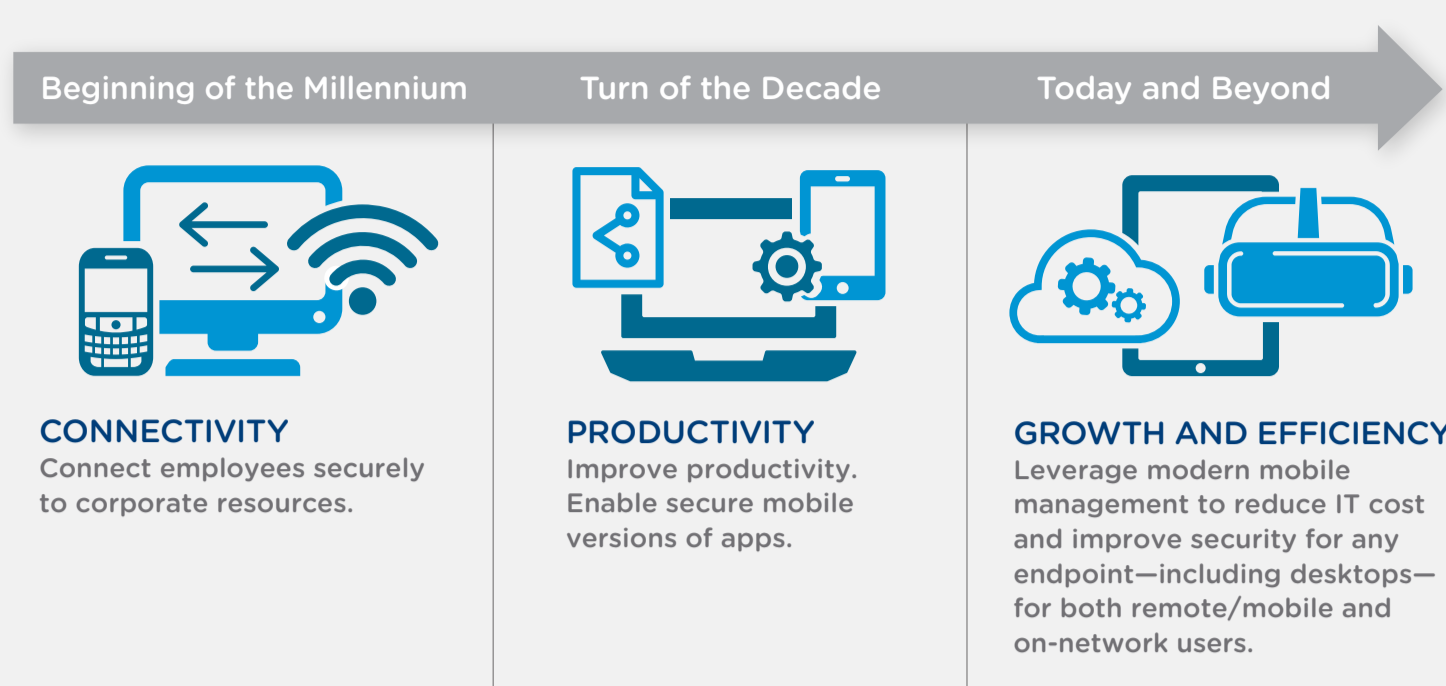


# Unified Endpoint Management: The Next Stage of Enterprise Mobility

## PART 1: EVOLUTION

### The Evolution of Enterprise Mobility

Years ago, organizations adopted **mobile device management (MDM)**. Then they moved on to **enterprise mobility management (EMM)**. Today, as business requirements shift from connectivity to cross-platform innovation, organizations are thinking more broadly—and evolving to **unified endpoint management (UEM)**.



## PART 2: RISKS AND PAIN POINTS

### UEM Brings Modern IT and User Efficiencies

In the modern enterprise, mobility creates unprecedented challenges for IT and business leaders. Without UEM, these challenges pose significant business risks.

#### 4 Reasons to Adopt UEM Today



#### PAIN POINTS



#### RISKS



#### HOW UEM HELPS

<p><b>1</b> Legacy tools that don't adequately support remote users and mobile workforces</p>	<p>Off-network devices that cannot easily be managed, leading to security risks and high IT costs</p>	<p>Keep all endpoints, whether in the office or remote/in the field, up to date and compliant with corporate policies with minimal IT involvement.</p>
<p><b>2</b> Siloed management and tools across mobile, desktop, and rugged/purpose-built devices</p>	<p>Disjointed management leading to higher costs and inconsistent security across platforms</p>	<p>Use one unified toolset to consistently manage any endpoint and any app—from mobile-cloud to desktops and even the Internet of Things (IoT).</p>
<p><b>3</b> A lack of visibility across endpoints, apps, and users</p>	<p>Reactive management and poor security</p>	<p>Leverage modern mobile management capabilities for real-time operations and compliance status, regardless of device location.</p>
<p><b>4</b> Locked-down devices with little or no self-service</p>	<p>A poor user experience and high IT support costs</p>	<p>Enable a consistent user experience across endpoint devices. Support self-service processes.</p>

## PART 3: THE VMWARE UEM SOLUTION

### Unified Endpoint Management with VMware

The leading **unified endpoint management** technology from VMware takes a user-centric approach to enable IT to centrally manage every device, every app, and every mobile use case, both corporate-owned and BYOD. VMware AirWatch powers **VMware Workspace™ ONE™**, the integrated digital workspace platform.

#### UEM with VMware



#### LIFECYCLE MANAGEMENT

Manage the complete device lifecycle, from onboarding to retirement, across all your desktop, mobile, and purpose-built devices.



#### ENDPOINT SECURITY

Reduce security and compliance risks with unified, well-automated endpoint controls—without impeding productivity.



#### INTELLIGENCE

Leverage data analytics to gain rich insights into user behavior, device usage, and opportunities to improve efficiency.

With VMware UEM, you can manage and secure **all endpoints** (including desktops) running **any OS** (including Windows 10, macOS, and Chrome OS) and **any app**, across diverse use cases, all from a **single holistic platform**.

**For the seventh consecutive year**, VMware has been named a leader in the Gartner Magic Quadrant for Enterprise Mobility Management. Furthermore, we've been positioned highest in ability to execute and furthest in completeness of vision, for the second year in a row.

[Get the Gartner Magic Quadrant for EMM](#)



[Get the IDC MarketScope for UEM](#)

VMware is a leader in the 2017 IDC MarketScope for Worldwide Unified Endpoint Management Software, which covers Windows 10 and macOS management, support for iOS and Android, and capabilities that help customers bridge the gap between traditional PCLM and UEM platforms.

## PART 4: CUSTOMER PROOF POINTS

### Realizing the Benefits

Today, organizations around the world are gaining the benefits of VMware AirWatch Unified Endpoint Management. For example, a major airline is realizing:



**Unified endpoint management is now essential. Don't risk the future of your business. Get started on your UEM strategy today to drive IT efficiencies, enable real-time security, and meet line-of-business needs.**

Learn more about [unified endpoint management with VMware Workspace™ ONE™ powered by AirWatch® technology.](#)

Test drive VMware AirWatch and Workspace ONE now with a free [Hands-on Lab.](#)

Ready to discuss your business needs now? [Contact sales](#) to learn more.