

# ENABLING DIGITAL WORKSPACE

MANAGED MOBILITY SOLUTIONS WITH IBM AND VMWARE

## MARKET TRENDS



**#1**

#1 challenge of mobile enterprise:

**Data security**

\* (Dimension Data)



**181B**

BYOD market triple by 2017 to **\$181 billion**

\* (MarketsandMarkets)

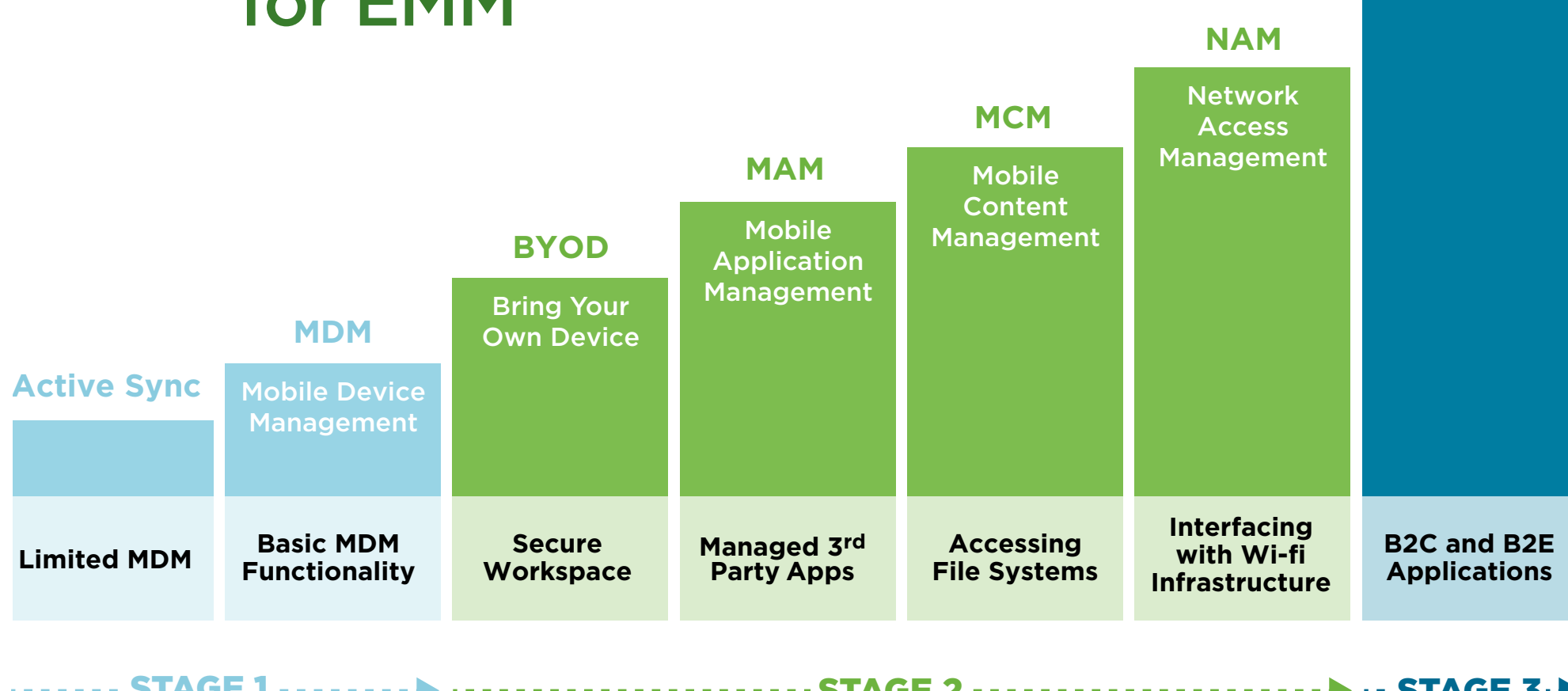


**1B**

Windows 10 to run on **1 billion devices** by 2018

## TYPICAL EVOLUTION OF ENTERPRISE MOBILITY MANAGEMENT

### Customer's Journey for EMM



## BUSINESS CHALLENGES

Modern user expectations and mobility trends

Fragmented management tools



Simplifying desktop and application management

Maintaining data compliance

## VMWARE AND IBM SOLUTIONS

Next-gen Enterprise business mobility solutions, including **mobility-as-a-service** offerings

Comprehensive application and user management solutions for **virtualized desktops**, delivered on-premises and through cloud

**Windows 10** migration and management services

## CUSTOMER BENEFITS



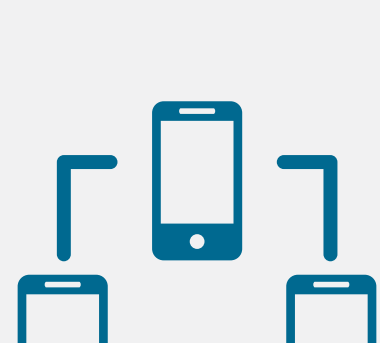
**GREATER VISIBILITY AND ANALYTICS**



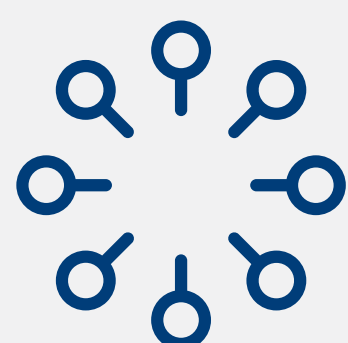
**INCREASED SECURITY AND COMPLIANCE**



**IMPROVED OPERATIONAL EFFICIENCY**



**SIMPLIFIED MANAGEMENT**



**ABILITY TO SCALE ACROSS DEVICES AND LOCATIONS**



**AUTOMATION ACROSS APP AND DEVICE LIFECYCLE**



**FASTER AND SECURE ACCESS TO CRITICAL DATA AND APPLICATIONS**

## OUR JOINT WINS

\*The results represented in the wins below are for specific customer situations and are not representative of vertical or generic customer situations. Results will vary based on specific situation and environment for customers.

### FINANCIAL

**30% increase** in mobile device adoption



**15% reduction** in operating costs with higher workstation usage rate

### RETAIL

**7,000** AirWatch managed iPads



**Reduced time and cost** of migration from Windows XP by 50%

### GOVERNMENT

**Reduced user login times** from 3-5 minutes to 35 seconds



**Avoided \$160M** in hardware costs

### HEALTHCARE

**Reduced user login times** from 3-5 minutes to 35 seconds



Tablets secured and **HIPAA compliant**

\* Data based upon customer-specific results, future results may vary based upon individual company needs and vertical.

## KEY RESOURCES

<http://www.vmware.com/partners/siso/ibm-software-solutions.html> or email IBM4me@vmware.com

