VMWARE WORKSPACE ONE ADVANTAGES OVER IBM MAAS360

For the seventh consecutive year, Gartner named VMware a Leader in the Gartner Magic Quadrant for Enterprise Mobility Management (EMM).

Transformative forces in the way people work are causing organizations to adopt nimble management techniques preparing their businesses for the future of work. VMware has steadily introduced game-changing technologies that help organizations evolve the way they do business and how their employees do their work. VMware Workspace ONE™ encompasses unified endpoint management, virtual apps, virtual desktops, and an identity-secured workspace. Point solutions with limited deployment options, weak cross-platform support, and piecemeal management capabilities simply can't provide the scalability and globalization needed to empower a totally mobile workforce. Niche players like IBM MaaS360 can only provide limited capabilities for managing a mobile workforce.

Workspace ONE Key Advantages

VMware Workspace ONE is a simple and secure enterprise platform that delivers and manages any app on any smartphone, tablet, or laptop. It begins with consumer-grade self-service, single-sign-on access to cloud, mobile, and Windows apps, and includes powerfully integrated email, calendar, file, and social collaboration tools that delight employees. Workspace ONE high-level advantages over IBM MaaS360 can be grouped into four main categories:
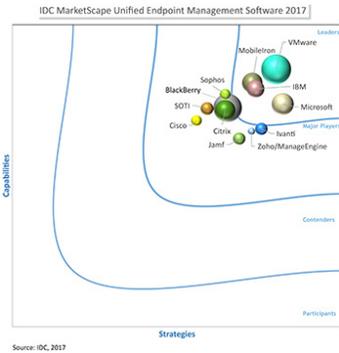
Security	Best User Experience	Ease of Management	Flexible Deployment Options
Automated Compliance Engine	Extensive Ecosystem	Easy-to-Use Workflows	Multi-Tenant Architecture
Integrated Identity Framework	Desktop and App Virtualization	Custom Branding	Flexible Deployment Options
Full Certificate Lifecycle Management	Productivity Tools: App Catalog, Email, and Browser	Location and Time-Based Policies on iOS	Flexible Licensing Model
Custom Container Integration		App Management	

Figure 1: VMware Workspace ONE Provides a Platform for Now and the Future

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IDC MarketScape Unified Endpoint Management Software 2017

Source: IDC, 2017

Positioning VMware as a leader, the IDC MarketScape: Worldwide Unified Endpoint Management Software 2017 Vendor Assessment cites "macOS management features such as Mac app delivery, pre-deployment/staging system configuration, and support for macOS via Apple's Device Enrollment Program (DEP).

Security

VMware Workspace ONE provides an automated progressive compliance engine, an integrated identity framework, full certificate lifecycle management, content access reports, and custom container integration. Together, these capabilities help IT improve security, compliance, and user experience across the entire environment.

Best User Experience

Ultimately, the test of any product is how quickly users adopt it. Workspace ONE empowers end users with a strong ecosystem of supported integrations and mobile applications. It includes time-saving productivity tools such as a unified app catalog, easy-to-use email app, and a browser. Adoption is quick and easy with end users consistently rating Workspace ONE as a favored app.

Ease of Management

Only VMware provides a single platform and tightly integrated console across mobile and desktop capabilities with strong backup capabilities. It provides an excellent management interface with easy-to-use workflows for deployment and troubleshooting, custom branding, location- and time-based policies, and extensive application management capabilities that IBM MaaS360 lacks.

Flexible and Scalable Deployment Options

The Workspace ONE flexible multi-tenant architecture and licensing model helps organizations choose the deployment option that works best for their unique requirements. The VMware open choice approach offers zero lock-in to any vendor or deployment model.

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More Reasons to Choose Workspace ONE

Workspace ONE technical advantages over IBM MaaS360 include:

• Leading mobile application management

• Tight integration with containerized apps

• Award-winning admin interface

• Easy-to-follow prompts for the end user

• Extensive backup options

• Supports multi-tenancy

• Provides industry-specific curated templates

• Includes extensive troubleshooting capabilities

• Protects corporate documents at all times across all apps (including Office 365)

• Automated security policy changes for high-risk devices

• Gives deep insights into app deployment, user adoption, OS adoption, and more

• Helps with planning for app licensing, security policy baselines, and inventory replacement lifecycles

IBM MaaS360 doesn't offer the same strong set of diverse capabilities as Workspace ONE.

Workspace ONE Is the Best Choice

VMware Workspace ONE is the most complete solution for delivering, managing, and protecting Apple devices. Find out why you should use Workspace ONE to enable a totally mobile workforce. Contact VMware today!