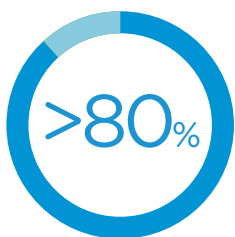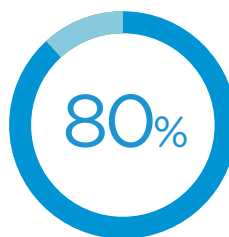# **vm**ware®
Transform your organization
through Business Mobility

>80%

More than 80 percent of organizations recognize the impact of mobile transformation on internal and external stakeholders and have created dedicated teams to work on solutions.

Constellation Research, The Strategic Impact of Mobile Transformation on Business Value, 3 December 2014, Alan Lepfsky

80%

80% of US online adults have used more than one device at a time, and 67% have switched devices to continue a task on another device.

Forrester Research, Customer Experience In The Post-PC Era, 2 December 2014, Tony Costa

Business Mobility allows organizations to compete more aggressively, operate more effectively, innovate more creatively, and engage customers like never before.

Business Mobility gives users access to any application on any device and provides lines of business with the power to innovate – all built on a mobile-cloud architecture that centralizes core services, simplifies management, and meets both user and business expectations.

Users
Any Application, Any Device

Flexible delivery
Unified experience
Self-service

Line of Business
Business Process Innovation

Effective employees
Collaborative partners
Satisfied customers

IT
Mobile-Cloud Architecture

Centralized identity
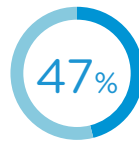Flexible platform
Security & management

Business Mobility is more than simply being mobile. It's the organization's ability to move and realize opportunities, overcome challenges, satisfy customers, maximize talent and keep ahead of the competition.

Business Mobility has far-reaching implications for how mission critical applications are built, how desktops are architected and managed, and how entire industries create and improve core business processes and operations.
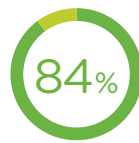
This gives users access to any application on any device while providing lines of business with the power to deliver innovative business processes, all built on a new mobile-cloud architecture that centralizes core end-user services and simplifies management.

VMware Workspace Suite delivers a digital workspace across desktop and mobile environments, providing integrated access to all applications and desktops, along with collaboration services and applications that enable superior content sharing. VMware Workspace Suite also takes advantage of a modern mobile-cloud architecture to implement identity and security, which protects sensitive data and intellectual property as users move across their portfolio of devices.

47%

The diversity of end user devices in the workplace is causing **47% of global business and technology decision-makers** to introduce or expand BYOD programs for employees that include smartphones and tablets.

Forrester Research, Building the Business Case for a Bring-Your-Own-Device (BYOD) Program, 4 December 2014, Michele Pelin

84%

84% of CIOs rated mobile solutions as a critical investment to get closer to customers.

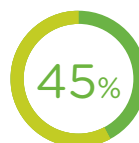"The Individual Enterprise" IBM Institute for Business Value, July 2014

≥5

By 2017, the average enterprise will have users explicitly working with a mix of Enterprise File Synchronization and Sharing (EFSS) capabilities (either destinations or extensions) from at least **five different EFSS vendors**.

Gartner, How to Build EFSS Plans to Address Current and Future Business Requirements, 18 December 2014, Monica Basso

70%

By 2017, 70% of mobile professionals will conduct work on personal, smart, mobile devices using at least one form of application containment.

Gartner, How to Choose Among MADP, MAM and EMM Security Controls for Mobile Apps, 3 October 2014, Jason Wong, Dionisio Zumerle

45%

By 2020, 45% of CIOs will cease to provide personal devices to their employees.

Gartner, Succeed in BYO Projects with improved Outsourcing Contracts and Sound Policies, 18 August 2014, Daniel Barros

70%

By 2020, 70% of enterprises will treat the entirety of their endpoints as untrusted platforms, regardless of whether they are enterprise or privately owned, up from 20% today.

Gartner, How Digital Business Reshapes Mobile Security, 11 February 2015, Dionisio Zumerle, Nathan Hill

The End-User Computing Space

Applications – Windows, Web, SaaS, Mobile, Mainframe

VMware Workspace Suite

Desktop

Mobile

Content Collaboration

Identity & Security

Software-Defined Data Center

Desktop Transformation

Create a modern architecture, inspired by mobility, with improved security, simpler management at much lower costs, and access to applications and services across any device.

Key benefits include:

- On-premises and/or cloud deployment
- Seamless movement and consistent experience from desktop to laptop to tablet to phone
- Singular identity across devices for a consistent digital workspace
- Simplified management with significant TCO reduction over traditional models

Mobility Management

Enable IT to securely manage the growing proliferation of devices while laying the foundation for delivery of mobile business applications and infrastructure.

Key benefits include:

- Secure access and management of applications, email, browsing and content from any device
- Increased collaboration across corporate content, without risk to privacy or data loss
- Support for evolving corporate needs, including access to business critical applications and changing business processes
- Comprehensive support for ownership and use models including BYO, shared devices and corporate owned

BYO

Enable productivity on any device and protect critical data to allow freedom of device choice for users, maximum business flexibility, and peace of mind for IT.

Key benefits include:

- Greater choice of user devices, from laptop, tablet, smartphone and more
- Increased security for data, applications and infrastructure allowing work and personal data to coexist on the same device
- Broad range of mobile devices and ownership models
- Simplified management and delivery at scale

Business Process Innovation

Transform operations and enhance employee productivity with new revenue streams, customer connections, market disruptions, and other means of differentiating the business.

Key benefits include:

- Establish mobile first or mobile only business models that link key business processes to mobile employees, customers and partners
- Disrupt established markets
- Extend mission critical applications to any device, anytime, anywhere
- Leverage new forms of collaboration that break traditional silos and create new forms of interaction

How mobility can drive innovation

Financial Services

> " The biggest challenge to the banking industry today, in my opinion, is the security. We need to make sure our customers' data is secure as possible."

- Alex Gellerman, Vice President, Systems Infrastructure, Flushing Bank

- Customer service
- Mobile workflows
- Compliant practices

Financial firms face increasing pressure to meet continuously changing regulatory requirements and competitive threats, while providing enhanced customer service experiences to remain competitive, grow customer's assets, and drive more revenue.

Healthcare

- Patient care
- Patient education and engagement
- Security, compliance, and management

With governments facing issues of aging populations and rising healthcare costs, healthcare organizations are turning to technology to engage and educate patients, secure their information and drive better outcomes while focusing on the most important: providing the best possible care.

> " This technology is not only improving lives; it's saving lives."

- Dr. Stacey Johnston, M.D., Chief Medical Information Officer, Beaufort Memorial Hospital

Retail

- Customer engagement
- Employee training
- Store operations

As brick-and-mortar stores face lower foot traffic and a decrease in consumer spending, retailers are looking for new ways to drive sales and customer loyalty by providing fast and personalized interactions. By embracing mobile technologies, retailers are able to efficiently train sales staff, improve overall store operations and maintain optimal security and compliance to avoid costly data breaches and improve customer satisfaction.

"We have to serve our customers in the way they want to be served. So as part of that, we're doing a lot of things for our online site, we're doing mobile, allowing people to order on any channel and be fulfilled through any other channel. Retail's changing and we have to change with it."

- Mike Guhl, Vice President, Store and Credit Systems, Home Depot

Manufacturing

"Whether a person is in Mumbai, India; Shanghai, China; Toledo, Ohio; or Brentwood, Tennessee, it doesn't matter. If he or she can contribute the best solution to our client and to the project, we want that person on the project. In an ideal world, you'd get the entire team in the same room. Because models are very graphically intensive with a lot of data, we had to find a solution that would bring everyone together virtually, if not physically."

- Bill Case, Director of Computer Information Systems SSOE Group

- Global collaboration
- IP/data security protection
- High-performance 3D applications

The manufacturing industry leverages a global talent base for product development. Yet, supporting global collaboration among employees, contractors, and third parties – all working on centralized designs and 3D models – can be technically difficult for manufacturers. End users require reliable and fast access to critical design applications and files. As manufacturing companies embrace virtual technology they are able to turn any device into a secure, powerful graphics workstation and enable and secure a global, mobile workforce.

Government

- Mobile mission support
- Secure agency devices
- Citizen safety

Mobility is a huge initiative within government as agencies look for more efficient ways to increase productivity and collaboration while at the same time reducing costs.

" We're averaging about $1.2 million dollars per year in savings just on productivity that we've gained because we've empowered [government employees] ... and given them the mobility factor."

- Cliff Dupoy, Director of Technical Services, Mecklenburg County

Education

" We can broadcast to the whole world to tell the world that even in remote areas, even in the jungle, we can have high technology installed and being utilized to the betterment of education."

- Encik Mohd Rizal Hilme, Bitara CIO, for Malaysian Ministry of Education (MoE)

- Anytime, anywhere, limitless learning
- Alignment with school policies
- Maximized operational efficiencies

Reduced funding, rising costs and new technologies are driving change across academic institutions. From primary education to universities and community colleges, IT leaders in education are seeking ways to improve learning and meet the needs of diverse student, faculty and alumni populations while watching costs.