

MAM + MDM: Enterprise Mobility at Scale

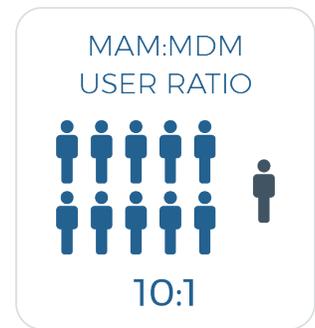
Enterprises Look to Standalone MAM & MDM for Full Range Mobility

Companies with full scale mobile initiatives often find it necessary to use both standalone mobile application management and mobile device management solutions to address all of their mobility needs. This case study outlines customer use cases in which MAM and MDM are deployed to various ratios of users depending on the type of employees and devices in each mobile environment.

Customer Use Cases:

Video Game Developer

A large scale developer, publisher and distributor of video games leverages the Apperian MAM solution to deploy their internally built enterprise app store to employees, friends, and families. Users can access and test pre-production video games via the app store, allowing the game developer to significantly expand the number of testers inside and outside the company, while still tightly controlling the distribution of pre-production games. In addition to using MAM for their beta apps, the organization also uses MDM to manage a small number of employees devices.



Agricultural Distributor

A global agricultural and commodity distributor wanted to deploy apps to all users in their workforce and extended enterprise. This included users with company-owned devices managed by MobileIron and cooperative members with BYOD devices that cannot be managed. Apperian is used to distribute apps to the unmanaged devices, acting as the cornerstone of the company's large-scale BYOD program. The distributor also leverages Apperian to deploy secure apps to users outside the organization, including partners within their supply chain that use these apps to sell products.



Auto Manufacturer

One of the top 5 global auto manufacturers wanted to deploy apps to salespeople in hundreds of dealerships across the U.S. who sell its vehicles. As is usually the case, these salespeople are not employees of the auto manufacturer but rather employed by the individual car dealerships and their devices are often placed under management by those dealerships.



The auto manufacturer leverages Apperian MAM to distribute apps to all salespeople throughout its channels without interfering with whichever MDM may be installed on the device by each local dealership.

Healthcare and Insurance Provider

A large managed healthcare and insurance provider with significant number of corporate owned and BYOD users, deployed MAM alongside MDM to reach all potential mobile users. With mobile security as their top priority, the healthcare and insurance provider is using AirWatch to manage corporate owned devices in their entirety, and Apperian to manage corporate data on employee owned BYOD devices.

Government Agency

A US federal agency within the Department of Homeland Security leverages Good Technology (now part of BlackBerry) for a large number of corporate issued devices. The use of MDM is common within the public sector, however when interagency teams form with personnel at the federal, state, and local levels, there are often multiple MDM products involved. In order to distribute secure apps to those teams without requiring users to re-enroll their devices in a different MDM profile, the agency uses Apperian. Apperian is agnostic and distributes apps secured with policies to all users regardless of which MDM they may or may not be using.

Mobile Network Operator

This global mobile network operator is using MDM to support over 100,000 users. Within this user base, MobileIron is used to deploy the Apperian app catalog equipped with productivity apps to well over 10,000 technical sales staff. Apperian was chosen for its branding and ease of use, and is used to provide app security and management alongside MobileIron which provides device security and management.

MAM:MDM
USER RATIO



1:1

MAM:MDM
USER RATIO



1:3

MAM:MDM
USER RATIO



1:10