

McAfee Enterprise Mobility Management

Addressing the “consumerization” of IT

Key Advantages

Heterogeneous device support

McAfee EMM ensures the enterprise has the same control, visibility, and security of mobile devices as they do with laptops by using a centralized console that connects to existing management platforms.

Centralized management

McAfee EMM helps the enterprise drive down support costs and lowers overall TCO by leveraging the capabilities native to the device and native to the enterprise's existing IT infrastructure and network.

New application models

McAfee EMM helps the enterprise achieve gains in top-line revenue and productivity while offering a competitive advantage by extending the enterprise's environment (applications) to mobile device users securely.

While business users may be enthusiastically embracing the latest mobile devices, like the Apple iPhone, the Apple iPad, and Android, and are quickly adopting them as their handheld computers, their IT counterparts don't necessarily share their excitement because vendors have not provided the tools to effectively secure and manage these devices. That is until now. The McAfee® Enterprise Mobility Management (McAfee EMM®) solution for mobile devices provides a web services platform to manage and secure smartphones, tablets, and ruggedized devices, regardless of device manufacturer. This robust management platform addresses the nuances of mobile device technology while also providing tools similar to those used by IT to manage and secure laptops and desktops. A comprehensive enterprise mobility strategy must satisfy stakeholder requirements throughout an IT organization, including information assurance, administration, operations, and the user-facing help desk team. This is what McAfee calls 360-degree enterprise mobility management.

Information Assurance

The McAfee EMM solution provides an organization's security administrator with a policy editor accessible from the solution's console which allows policies to be created for each user based on the type of mobile device used and the security posture associated with the user's job. Policy assignments can also be made based on the user's membership within group associations stored in the enterprise's directory service.

Let's look at an example of how IT can implement incremental degrees of security to protect corporate data and access to corporate services. A corporate executive may require a more liberal security policy, while a field sales representative may need a tighter security policy because there is greater opportunity for device loss. Both policies describe which IT administrative capabilities are supported by the McAfee EMM solution to secure mobile devices effectively. In addition, both policies specify encryption and password data protection for user email, contacts, calendars, and documents.

All policies are delivered over the air to the McAfee EMM Device Agent that enforces the policy. Console reporting tools can be used to track the security posture of each user device for compliance reporting. Network access control (NAC) capabilities are also an essential component of the McAfee solution and give the information assurance team a way to ensure user compliance.

Administration and Operations

The McAfee EMM Audit & Compliance Service provides IT administrators with a way to discover and catalog all deployed handheld mobile devices. This capability gathers extensive details about device hardware, software, and status. Information about the population of mobile enterprise devices—such as numbers of devices, serial numbers, and model numbers—are provided by reporting tools found within the McAfee EMM console and can be used to help plan and maintain an enterprise-wide deployment.

While helping to maintain and track each device, the McAfee EMM solution also provides policy control and automated deployment of applications, simplifying the deployment of a trusted application environment for mobile users. Furthermore, McAfee supports the installation and upgrading of applications by group policy.

Role-Based Enterprise Mobility Management

Features/Policies		Data Protection Security Policy (Example: Corporate Executive)	High Security Policy (Example: Field Sales)
Administrative Support Functionality	General	Administrative password access and reporting	Administrative password access and reporting
	Help desk	Wipe (full and select), remote unlock, uninstall	Wipe (full and select), remote unlock, uninstall
Data Protection	Encryption method	AES 256	AES 256
	Protect files	Personal Information Manager (PIM) and Microsoft Office documents and Microsoft Internet Explorer	Personal Information Manager (PIM) and Microsoft Office documents and Microsoft Internet Explorer
User Authentication	Password	6-character PIN, 10 attempts, wipe after failure, idle timer 5 minutes	6-character PIN, 10 attempts, wipe after failure, idle timer 5 minutes
Peripheral and Resource Control*	Infrared "beaming"	On	Blocked
	WiFi	On	Blocked
	Bluetooth	On	Blocked
	Camera	On	Blocked
	SD card	Allowed/encrypted—all files	Allowed/encrypted—all files
Application Management	Image lock	Off	On
	SMS/MMS supervision*	Off	On
	IP supervision*	Off	On
	Web browser	Allowed	Blocked
Administrative Controls*	Login monitor	On—after 15 days, device will automatically wipe	On—after 15 days, device will automatically wipe

*Applies to Microsoft Windows mobile devices only.

Help Desk

An enterprise cannot effectively deploy or maintain a diverse community of mobile devices without the proper help desk tools. The McAfee EMM solution provides the appropriate tools for image management, deployment, and reporting while also providing remote interactive diagnostics that help resolve issues without requiring users to surrender their devices. In addition, the McAfee EMM Self-Service Portal relieves the help desk of routine issues and is accessible to users from a web browser on their mobile device or laptop. The portal offers capabilities that, when combined, are a highly effective way to offload rudimentary tasks from help desk staff while ensuring user satisfaction.

Summary

McAfee is the leading provider of enterprise mobility management software for Forbes Global 2000 companies. IT organizations rely on the McAfee solution to cost effectively secure, rapidly deploy, and centrally manage their mobile devices. McAfee offers a unique software overlay methodology that simplifies how IT administrators and help desk specialists implement policies, assist users, and enforce compliance for mobile applications. For more information, please visit our website, www.mcafee.com.



Benefits

The McAfee EMM solution is key to implementing your mobility management strategy by:

- Reducing operational expense by simplifying how IT administrators and help desk specialists implement policies, assist users, and enforce compliance for mobile applications across the enterprise
- Giving IT the ability to secure and manage a truly heterogeneous mobile device environment while addressing the needs of a mobile workforce
- Helping the CIO control mobility costs while also protecting corporate information

These capabilities enable the CIO to provide your employees with a choice of mobile devices and applications that best meet their needs.