



## Say "Yes" to Mobile Devices

Satisfy business users and IT with McAfee® Enterprise Mobility Management

### Key Advantages

#### Enterprise-class security

Extends enterprise security, visibility, and control to heterogeneous mobile devices as IT gains the same control they have over traditional endpoints, managing native device security settings, enabling PKI integration, supporting two-factor authentication, and enforcing configuration policies prior to network access.

#### Easy for both IT and users

Erases the frustration and complexity of maintaining fast-changing devices, applications, and large user bases with self-service activation, bulk provisioning capabilities, an enterprise app store for approved applications, simple IT administration via McAfee ePO software, and seamless integration of mobile devices into data center resources.

#### Scalable to tens of thousands of heterogeneous devices

Delivers continuous availability of business-critical mobile applications through an enterprise-grade architecture that works with your existing environment and can be virtualized, load-balanced, and clustered.

While business users have been enthusiastically embracing next-generation smartphones and tablets like Apple iPhones, Apple iPads, and Google Android devices, their IT counterparts have seldom shared their excitement. Vendor tools could not efficiently secure and manage these devices and their sensitive data—until now. The McAfee Enterprise Mobility Management (McAfee EMM™) platform addresses the nuances of mobile device technology while helping IT control these devices the way they control other endpoints. Satisfy users and stakeholders with self-service tools that scale to user demands, integrate with McAfee ePolicy Orchestrator® (McAfee ePO™) software, and provide PKI authentication.

Control, compliance, and convenience. The tension between these factors has made it difficult for IT to consent to enterprise user demands to use their preferred mobile devices. Now IT can wield control over mobile devices to match its ability to manage laptops and other endpoints, using the same management and reporting tools.

### Role-Based Policies Enable Information Assurance

With McAfee EMM, IT can implement incremental degrees of security to protect corporate data and access to corporate services. For instance, 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.

A policy editor accessible from the McAfee EMM console lets you create role-based policies based on the type of mobile device used and the security posture associated with the user's job. You can also make policy assignments based on the user's group associations stored in the enterprise's directory service. These policies can specify encryption and password data protection for user email, contacts, calendars, and documents.

### Centralized Management Simplifies Administration and Reporting

Over the air, McAfee EMM delivers policies to an agent that enforces each policy. The McAfee ePO reporting tools and centralized dashboard can track the security posture of each user device. Reports encompass specific policy violations, application inventory, compliance status tracking, and lost devices. These statistics, as well as data from the BlackBerry BES server, can roll up with other McAfee ePO information into unified custom reports, such as "Endpoint and Mobile Device Compliance." Plus, mobile device access controls give the information security team a way to ensure user compliance before allowing access to network applications and data. McAfee EMM allows administrators to tag and assign policies for user- and business-owned devices.

### Easy Deployment for Smooth Operation

To help administrators plan and maintain enterprise-wide deployments, the McAfee ePO dashboard and reports let IT administrators discover and centrally catalog all deployed mobile devices. This capability gathers extensive details about the device population, including device hardware, serial numbers, model numbers, installed applications, operating system software level, and compliance status.

“Security is by far the top reason for deploying or planning to deploy software for mobile device management (MDM)—cited by 73 percent in March versus 52 percent in 2008.”

“MDM Strategies to Meet Mobility Demand”  
InformationWeek  
May 1, 2010

### Benefits

McAfee enables IT to provide employees with a choice of mobile devices and applications, including the systems employees purchase themselves. It makes enterprise mobility smart, simple, and scalable 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 and evolving regulations
- Helping IT control mobility costs while also protecting corporate information and individual privacy rights

While helping to maintain and track each device, the McAfee EMM solution simplifies the deployment of a trusted application environment for mobile users. Applying consistent policies, it helps you deploy approved applications to the right users automatically. Furthermore, McAfee supports the installation and upgrading of applications by group policy for fast and appropriate enforcement of new corporate requirements; for Android and Apple devices, application blacklisting is available.

### Self-Service and Fast Resolution Tools Offload the Help Desk

An enterprise cannot effectively deploy or maintain a diverse community of mobile devices without the proper self-service and help desk tools. The McAfee EMM solution includes an enterprise app store to guide users to approved or required apps, reducing calls to the help desk. McAfee EMM also provides the appropriate tools for software image management, deployment, and reporting.

### Role-Based Enterprise Mobility Management

Features/Policies		Data Protection Security Policy (Example: Corporate Executive)	High Security Policy (Example: Field Sales)
Administrative Support Functionality	General Help desk	Reporting Wipe (full and select*), remote unlock, uninstall	Reporting Wipe (full and select*), remote unlock, uninstall
Data Protection	Encryption method	AES 256	AES 256
User Authentication	Single factor: password Strong authentication: PKI (Microsoft CA)  Two-factor: support for one-time password authentication	6-character PIN, 10 attempts, wipe after failure, idle timer 5 minutes	PKI (Microsoft CA), two-factor authentication
Application Management	Web browser	Allowed	Blocked
Administrative Controls	Login monitor  Disable voice roaming* Disable data roaming* Auto-join corporate Wi-Fi*	On—after 15 days, device will automatically wipe  Off Off Off	On—after 15 days, device will automatically wipe  On On On

\*Available on iOS 5 devices only.

### Summary

McAfee is the leading provider of enterprise mobility management software for Forbes Global 2000 companies. IT organizations rely on McAfee EMM to cost effectively secure, rapidly deploy, and centrally manage their mobile devices. This powerful management software integrates into enterprise infrastructure to simplify how IT administrators and help desk specialists implement policies, assist users, and enforce compliance for mobile applications, making enterprise mobility secure, easy, and scalable. For more information, please visit our website, [www.mcafee.com](http://www.mcafee.com).



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