



Enterprise Mobility Management



workspace | BYOD | devices | apps | content | email | browsing

Your Mobile Environment is Becoming Complex

Different Devices & Platforms



Corporate-owned
BYOD
Shared

Corporate Resources



Access and Control



Device Management



Email Management



Application Management



Content Management



Rugged Management



Laptop Management



Email Infrastructure



SDK



Certificates & PKI



Content Filtering



VPN Connection



Directory Services



Wi-Fi Networks



Malware Anti-Virus



Content Repositories



SIEM

Network & Security



Cloud



On Premise



Servers

SQL

DNS

DHCP

You Have Multiple Mobile Initiatives Going On

Enforce Governance Policies

Collaborate Across the Extended Enterprise

IT Process Automation

Comply with Industry Regulations

Deliver Best-in-Class Mobile Services

Extend Backend Systems to Mobile

Mobilize a Business Process

Digitize Content and Paper-based Workflows

Technology Migration or Refresh

Global Operations and Scale

Enhance the Customer Experience

Ensure Data Security

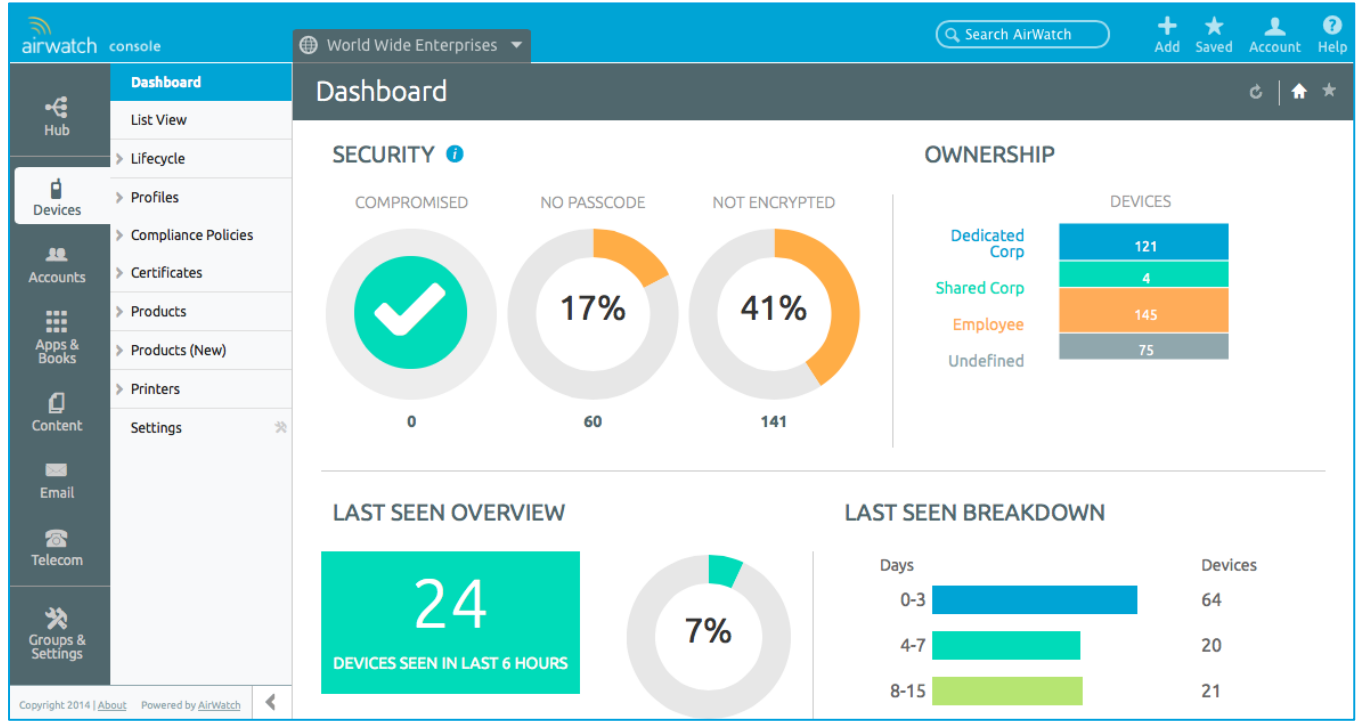
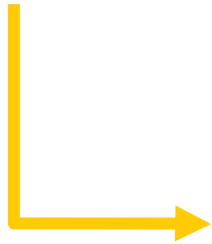
Secure BYOD Program

Device Ownership and Use Cases

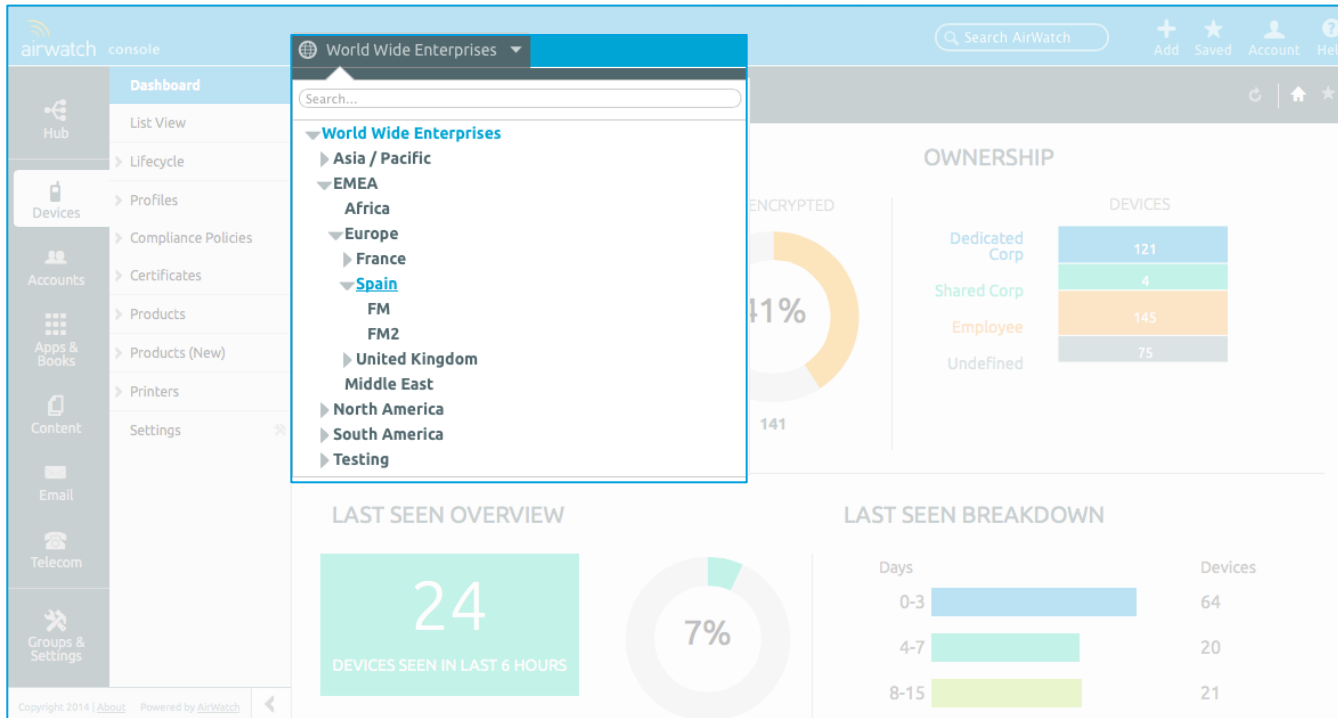
Our mission is to simplify enterprise mobility.

Single Pane of Glass

Manage any device, anywhere in the world, from a single console



Scale and Multitenancy



Absorb
fragmentation
within your
corporate
infrastructure

Intuitive Console Interface

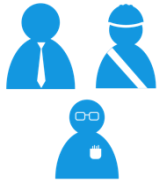
Software that is powerful, yet easy to use



The screenshot displays the AirWatch console interface. On the left is a dark sidebar menu with icons and labels for: Devices, Accounts, Apps & Books, Content, Email, and Telecom. The main dashboard area is titled 'AirWatch Hub' and shows a 'Status Breakdown' bar chart, a 'Platform Breakdown' bar chart, and an 'Enrollment History' summary. The 'Status Breakdown' chart shows: Registered (13), Enrolled (55), Enterprise Wipe Pending (4), and Unenrolled (262). The 'Platform Breakdown' chart shows counts for various operating systems: iOS (205), Android (86), X (15), WPE (15), RT (17), PC (35), and WM (2). The 'Enrollment History' summary shows: Past Day (17), Past Week (64), and Past Month (125).

Our company DNA is the perfect mix
of innovation and execution.

Company Facts



2,000 employees



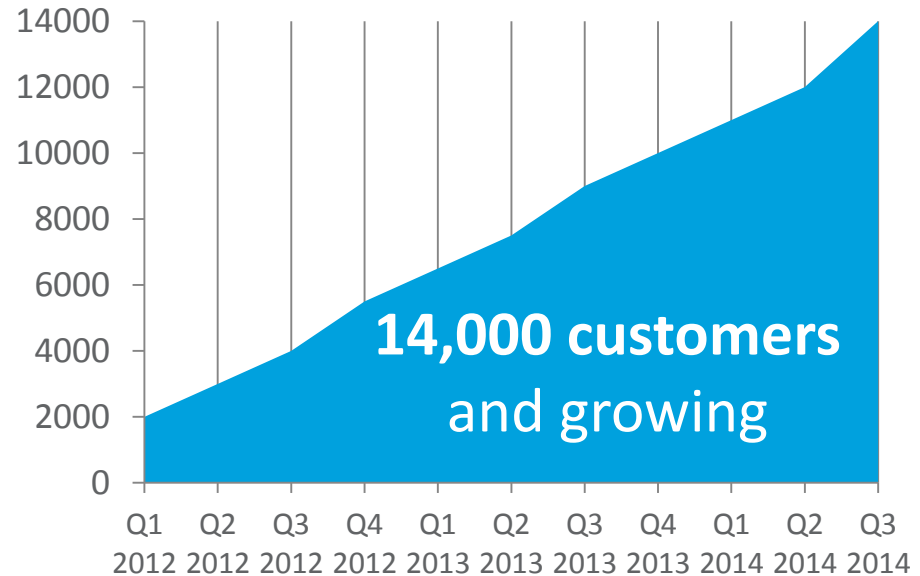
150 countries



17 languages



11 global offices



Our Mission: Simplify Enterprise Mobility™

Global Presence



More than 14,000 Customers Around the World



4 of the Top 5

Fortune 500 Companies



6 of the Top 10

Big Pharma



4 of the Top 5

Global CPG Companies



9 of the Top 10

United States Retailers



2 of the Top 3

Worldwide Hotel Groups



6 of the Top 10

World's Biggest Airlines



3 of the Top 5

US Nationally Ranked Universities



3 of the Top 5

World's Largest Energy Firms



5 of the Top 10

Medical Device Companies

A Leader in Enterprise Mobility Management & Security



AirWatch, a LEADER in 2014 Gartner Magic Quadrant for Enterprise Mobility Management



A **LEADER** in IDC MarketScape: Worldwide Enterprise Mobility Management Software 2014 Vendor Assessment



LEADER in The Aragon Research Globe for Enterprise Mobile Management Software, 2014



LEADERSHIP PLACEMENT in Ovum Decision Matrix: Selecting an Enterprise Mobility Management Solution, 2014-15



CHAMPION in Frost Industry Quotient (IQ): Australian Mobile Device Management Market 2014

Source: Gartner, Inc., 2014 Magic Quadrant Report for Enterprise Mobility Management, Terrence Cosgrove, et al, June 3, 2014.
Source: IDC MarketScape: Worldwide Enterprise Mobility Management Software 2014 Vendor Assessment, by Stacy K. Crook, Sept 2014, IDC Doc#251379

Figure 1. Magic Quadrant for Enterprise Mobility Management Suites

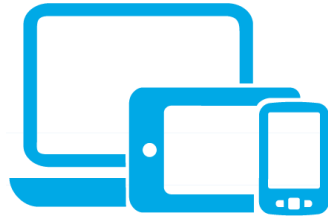


This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from [AirWatch](#).

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We've developed a platform you can grow into rather than grow out of.

Comprehensive Enterprise Solutions



Manage the Device



Manage the Workspace



Apps



Content



Email



Browsing

For Unified Endpoint Management

Every Endpoint



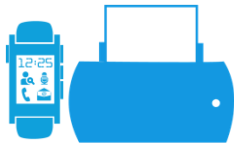
Mobile
Devices



Laptops



Rugged
Devices



Printers &
Peripherals

Every OS



Every Use Case



Corporate

BYOD



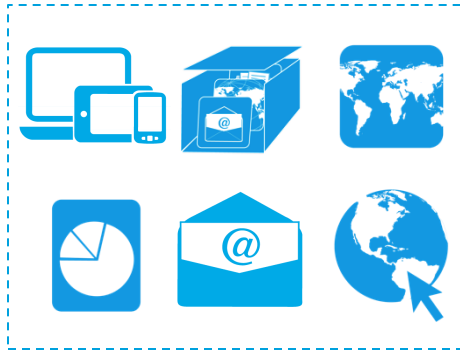
Shared



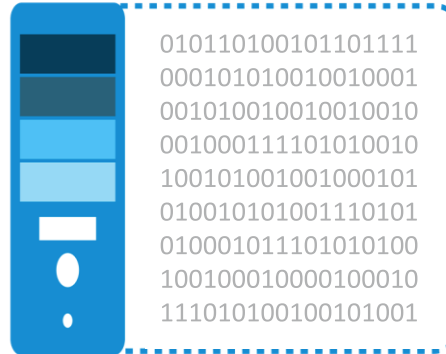
Line of
Business

Built From the Ground Up on a True Platform

One Platform



One Code Base



One Console



Unified Solution

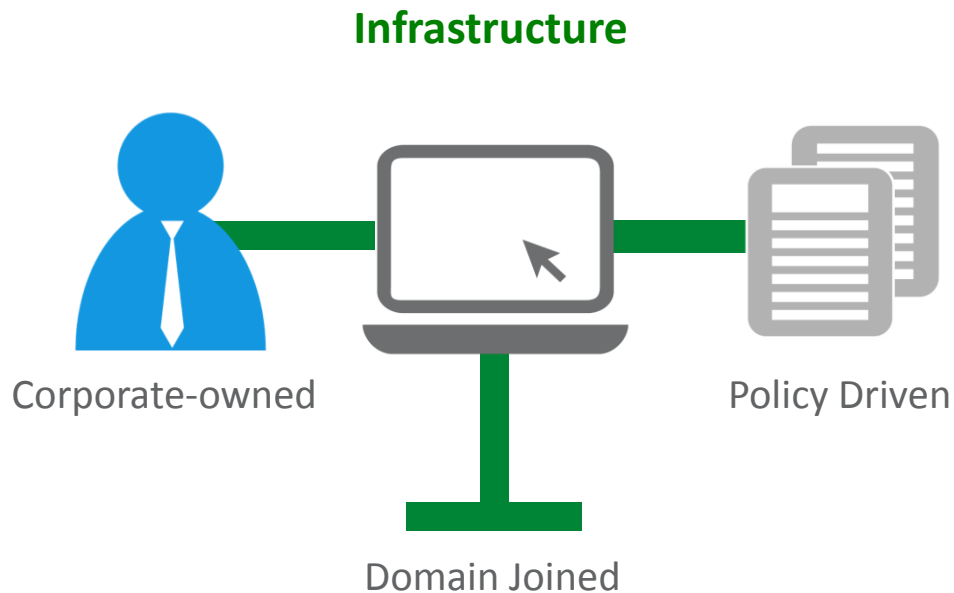


Unified Laptop Management

workspace | BYOD | devices | apps | content | email | browsing



Laptop Management Today



Business Challenges

Multiple management systems across device types and platforms

IT constraints limit platform choices

Global IT policies difficult to enforce across disparate platforms and systems

Device imaging doesn't meet modern provisioning requirements

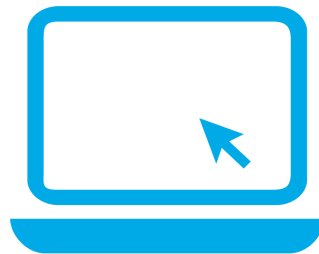
Lack of flexibility and difficulty scaling

New Laptop Management Use Cases



Corporate Owned

- Device-level control
- GPS location
- Asset management



BYOL

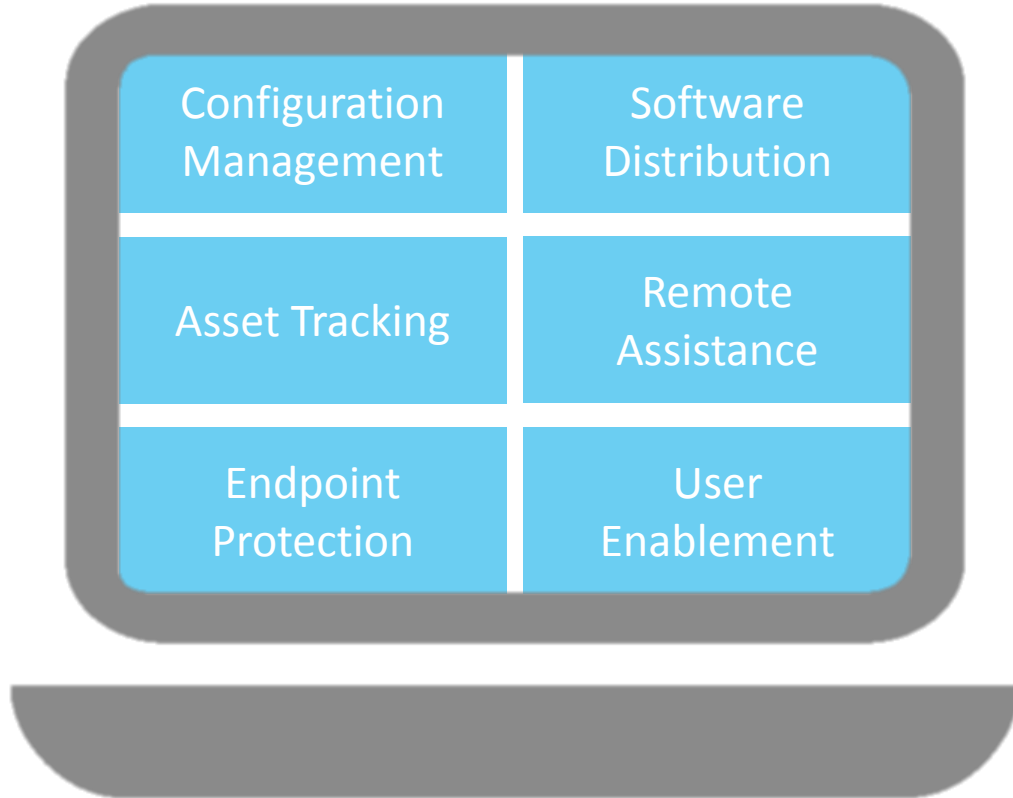
- Platform of choice
- Privacy concerns
- Access to resources



Kiosk Devices

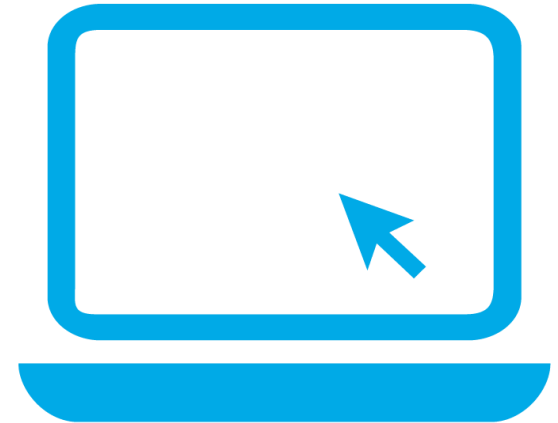
- Customer experience
- Share information
- Streamline processes

Unified Laptop Management with AirWatch



Unified Laptop Management with AirWatch

- Manage configuration of corporate resources
- Distribute software packages with automated workflows
- Deploy enterprise apps through AirWatch App Catalog
- View device and user details in AirWatch console
- Generate reports and view device and console logs
- Support end users with remote assistance
- Secure data with endpoint protection and restrictions
- Monitor continuously with compliance engine
- Streamline enrollment through agent-based process
- Enable collaboration with AirWatch Secure Content Locker
- Provide users with self-service management capabilities



Manage laptops alongside
your smartphones and
tablets with AirWatch®
Laptop Management for Mac
OS X and Windows

AirWatch Apps



AirWatch Agent
View device info and
compliance status



AirWatch Inbox*
Access email in a
secure container



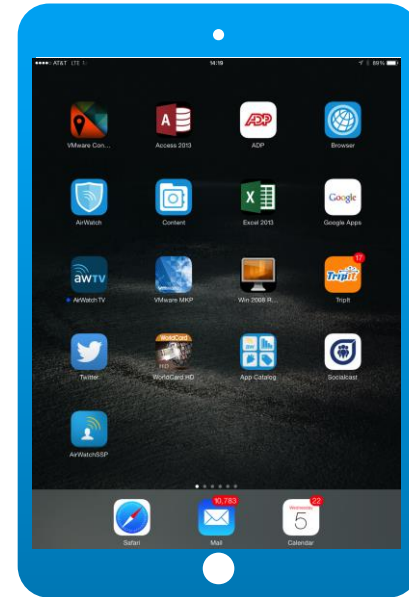
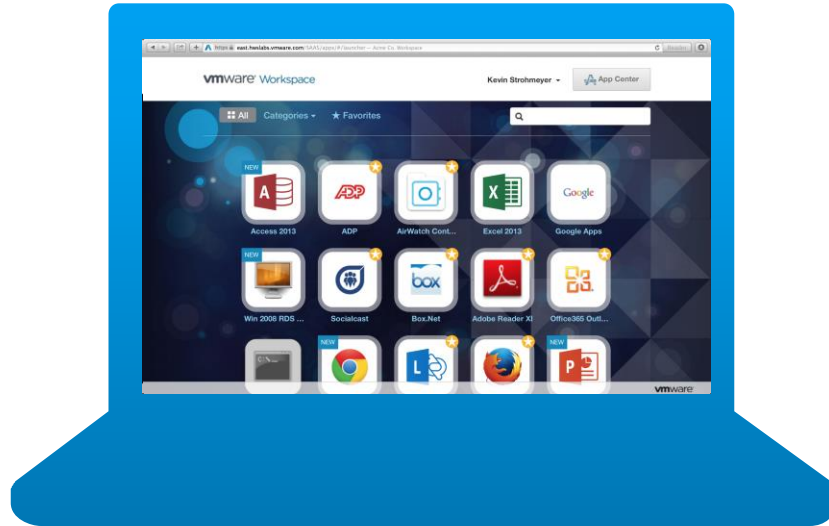
AirWatch App Catalog
Browse and install
approved apps



AirWatch Browser*
Secure web and
intranet browsing

*For Windows only

Integrated Workspace Portal & App Catalog



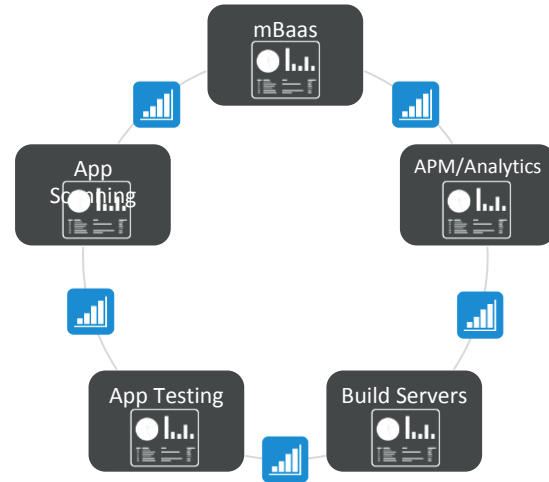
Users access apps with one click SSO from any browser, or directly from the device home screen

AirWatch AppShield and App Ecosystem

AirWatch AppShield and Integrated Ecosystem



Leverage AirWatch AppShield partners to source or develop apps using out-of-the-box integration with AirWatch solutions



Maximize investments across enterprise app tools through API integration to the AirWatch platform

Challenges with Enterprise Apps

End Users

Configuring URLs and Ports

Using Separate Logins

“Server cannot be found”

IT Admins

Enforcing Security Standards

Secure Connectivity to Backend

Understanding App Usage



AirWatch AppShield Enables Enterprise Apps

Common Framework Across Your Enterprise Apps

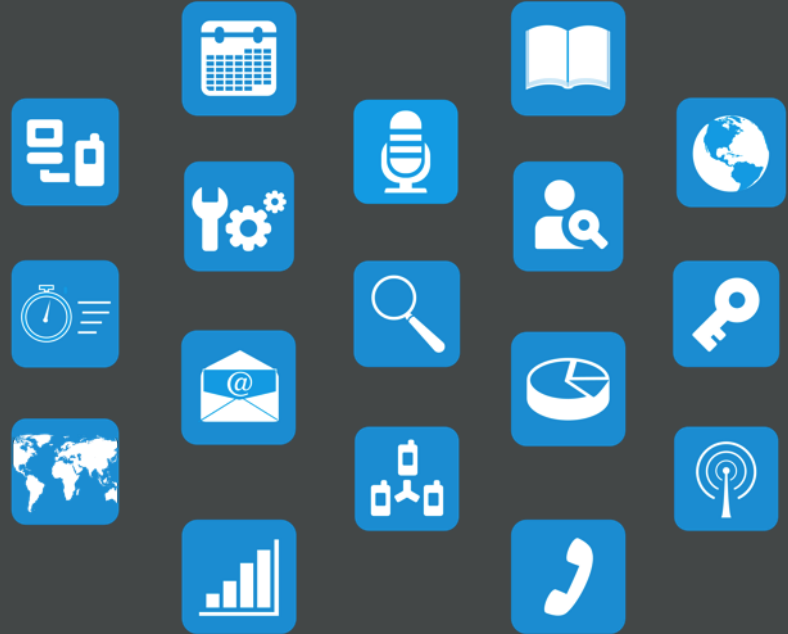
Authentication

Configuration

Backend Connectivity

Security and DLP

Analytics



Choose Your Approach



App-level Policies through MDM

Ideal for public apps requiring basic integration while avoiding needing multiple app versions for each EMM



Software Development Kit (SDK)

Ideal for custom versions of apps specific to an EMM provider with deep integration



App Wrapping Engine

Ideal when app binaries are distributed to customers to use as their own internal app

Introducing the AirWatch AppShield Program



AirWatch® AppShield features Independent Software Vendors (ISVs), Mobile Application Development Platforms (MADPs), Rapid App Delivery Platforms (RAD) and third party developers integrated with the AirWatch platform

AirWatch Solutions Power AppShield Partners

ISVs

3rd Party
Developers

MADPs

RADs



Leverage AirWatch AppShield partners to source or develop apps with out-of-the-box integration with AirWatch solutions.

AirWatch App-level
Policies

AirWatch
Wrapping Engine

AirWatch SDK

AirWatch AppShield



Leverage AirWatch AppShield partners to source or develop apps with out-of-the-box integration with AirWatch solutions

ISVs

Logos for ISVs: salesforce, ORACLE, box, SAP, PRINTEROn, MicroStrategy

3rd Party Developers

Logos for 3rd Party Developers: WillowTree apps, OAB, troyapps SOFTWARE NATIVE APPS FOR BUSINESS, LEXTECH

MADPs

Logos for MADPs: salesforce, ORACLE, Telerik, kony, SAP, Sencha, appcclerator, PhoneGap, Xamarin, MicroStrategy

RADs

Logos for RADs: capriza, StarMobile Enterprise Mobility. Today., vmware Horizon View

AirWatch Apps

Icons for AirWatch Apps: Email, Content, Browser, Chat, Video, Tunnel, Classroom Management

Ecosystem of App Tools

APM &
Analytics

mBaaS

Pre-written code and
infrastructure to save
developers time when
building an app

Build Servers

App Testing

“DevOps” Development and
testing automation tools

App Scanning

Security and
privacy detection

AirWatch Mobile App Ecosystem



Enterprise
App Tools

ISVs



3rd Party Developers



mBaaS



APM/Analytics



MADPs



RADs



Build Servers



Testing



AirWatch Apps



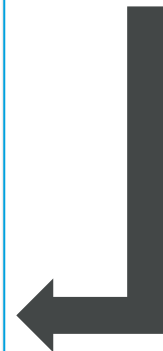
Scanning



Discover the AirWatch App Ecosystem

The screenshot shows the AirWatch Marketplace website. At the top left is the 'aw marketplace' logo. At the top right is a search bar with the text 'Search...' and a link 'New to Marketplace?'. On the left side, there is a navigation menu with the following items: Home, Featured, New, Updated, Coming Soon, Categories, AirWatch Apps, App Development, Certificate Authorities, Device Manufacturers, Enterprise Apps, Mobile Retail, Network & NAC, Printers, Software Platforms, Telecom Expense Management, VPN, and Web Security. The main content area features a large blue banner with the text 'Welcome to AirWatch Marketplace Integrated Solutions for Your Mobile Enterprise'. Below the banner is a 'Featured' section with three product cards: 1. Telerik Platform by Telerik, Inc. (Category: Software Platforms), 2. Sencha Complete by Sencha Inc. (Category: Software Platforms), and 3. Appcelerator Platform by Appcelerator Inc. (Category: Software Platforms). At the bottom left of the main content area, there is a blue box with the text 'AirWatch by VMware recognized as a LEADER'.

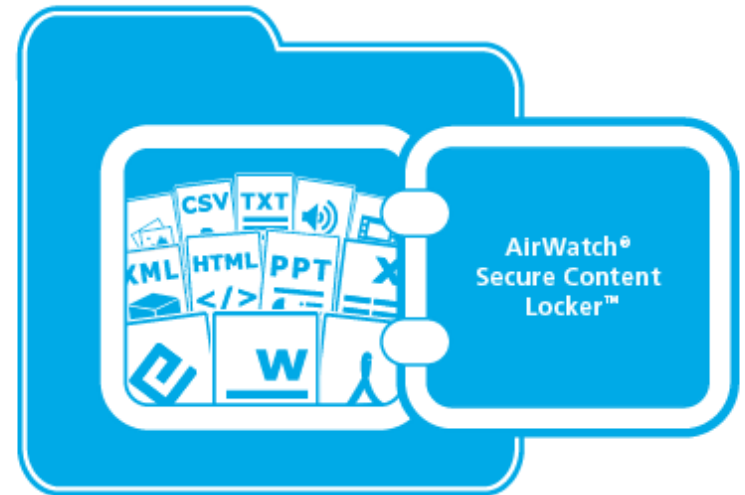
Visit
AirWatch
Marketplace
to learn
about more
about our
partners.



Secure Content Collaboration

AirWatch Secure Content Locker

- Protect with FIPS 140, AES 256-bit encryption
- Integrate to over 30 repositories
- Configure remote file storage for user content
- Secure with dynamic watermarking
- Create secure content within mobile app
- Capture photos and videos in the app
- Share and collaborate on links and folders
- Display Activity feed with @tagging
- Enable users with Outlook plugin
- Sync content with folder on PC or Mac
- View dynamic content dashboards



Anytime, Anywhere Access

Multiple Operating Systems



Mac OS X

Multiple User Interfaces



Mobile Application



Desktop Client



Web Portal

Corporate Content



User Content



Enterprise-grade Security & DLP

User Authentication

- Username/password
- AD/LDAP
- Single sign-on
- Two-factor authentication
- Certificate-based authentication

Photo and Video Capture

- Multimedia capture directly in app
- Save metadata for each media set
- Encrypt media on device
- Upload to repository or personal folder

Encryption

- AES 256-bit, FIPS 140-2 compliant
- In transit, at rest and in use

Advanced Data Loss Prevention

- Define online / offline viewing
- Define effective / expiration dates
- Prevent cut / copy / paste
- Restrict printing
- Restrict screen capture
- Prevent opening in 3rd party apps
- Configure geofence policies
- Prevent compromised devices
- Enable dynamic watermarking



Flexible Content Storage Options



Cloud

- AirWatch Cloud
- Office 365
- OneDrive
- Google Drive
- Amazon S3



Hybrid

Combination of
cloud and
on premise



On Premise

- SharePoint
- Network File Servers
- WebDAV
- 25+ CMIS Integrations

AirWatch Mobile Access Gateway

Seamless VPN connection to existing internal repositories

Integration Across Repositories


Project Collaboration and File Sharing




- Allow users to share files and folders
- Minimize clicks with Outlook integration
- Enable file editing, annotation and comments

Teamwork with Social Feeds


Comments Done

 **John Mathews**
28 minutes ago

Looks good!

 **Beth Jensen**
5 minutes ago

Hey [Jill Bernard](#), could you please take a look at this PDF?

 **Jill Bernard**
10 seconds ago

Sure thing [Beth Jensen](#)

Enter Comment (Type @+Name to mention someone) SEND

Activity Feed

Review user actions

- Add/delete folders
- Move/rename folders
- Comments
- @tags

Commenting and @Tags

Comment on files and mention users with @tags to notify them instantly via email or on-screen notification

< Content Recent Activity

Recently Viewed Personal Content

+ You added [Content Application.png](#)
1 day(s) ago

←→ You moved [Content Management.xlsx](#) to [Secure Co...](#)
1 day(s) ago

+ You added [Content Management.xlsx](#)
1 day(s) ago

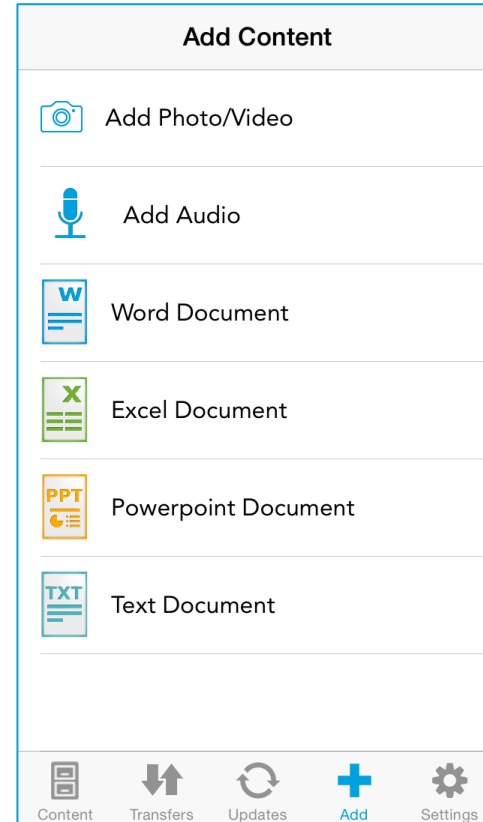
🗨️ Jill Bernard commented on [Mobile Content Management G...](#)
1 day(s) ago

🗨️ You commented on [Mobile Content Management Guide v7...](#)
1 day(s) ago

Content Transfers Updates Messages More

Content Creation

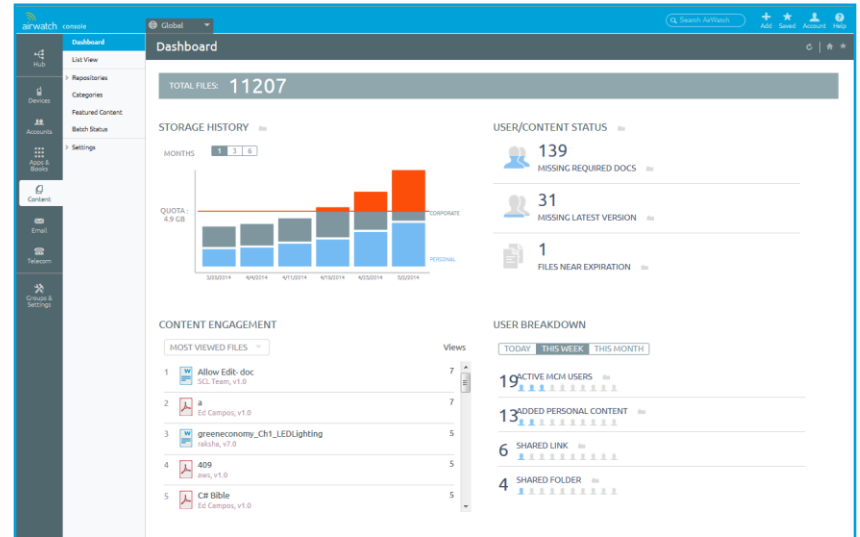
- Create content on-the-go
 - Word, Excel and PowerPoint
 - Text files
 - Audio recordings
- Protect proprietary information
- Save and instantly add to local or personal storage



Real-time Data in Dashboards

Content inventory across the entire organization or at the device level

- Enrolled devices
- Storage limits
- Expiring content
- Devices missing required file
- Devices missing latest file version
- User adoption of personal content
- Most and least viewed files



Reporting and Analytics



Generate and export file and user activity reports



View complete audit trails for document files and user activities



Retain all previous file versions for effective auditing purposes

Sample Reports

How many times a file is opened

Which users have a file downloaded

How long a file remains open

Content near expiration

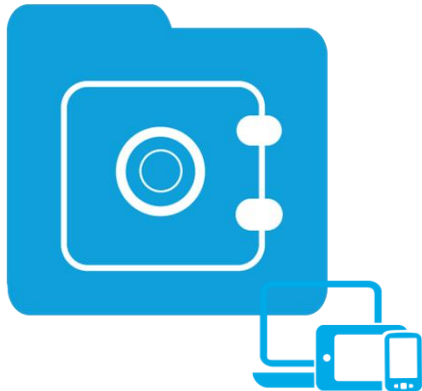
Content compliance

Device content detail

Device content summary

Flexible Deployment Options

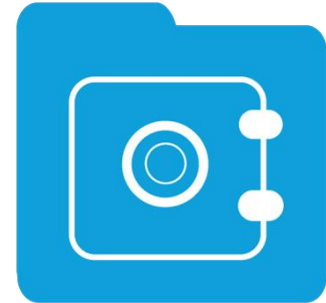
Secure Content Locker
integrated with MDM



Secure Content Locker
within the Workspace



Stand-alone Secure
Content Locker



Single Solution for the Extended Enterprise

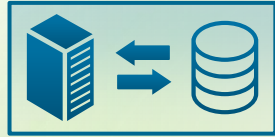


EUC Vision

VMware Strategic Priorities



End-User Computing



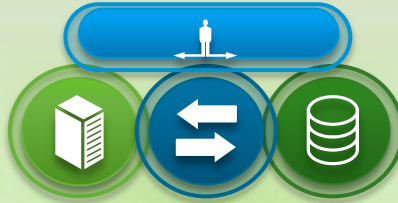
Private Cloud



Hybrid Cloud



Public Cloud



Software-Defined Data Center

End User Computing Vision

Secure Workspace for *Work at Speed of Life*

Desktop



Laptop



Tablet



Phone



Machine



From Data Center to Device



End-User Computing

Desktop

Mobile

Workspace Services

Software-Defined Data Center

Management & Automation

Compute

Storage

Networking



Virtualized
Infrastructure



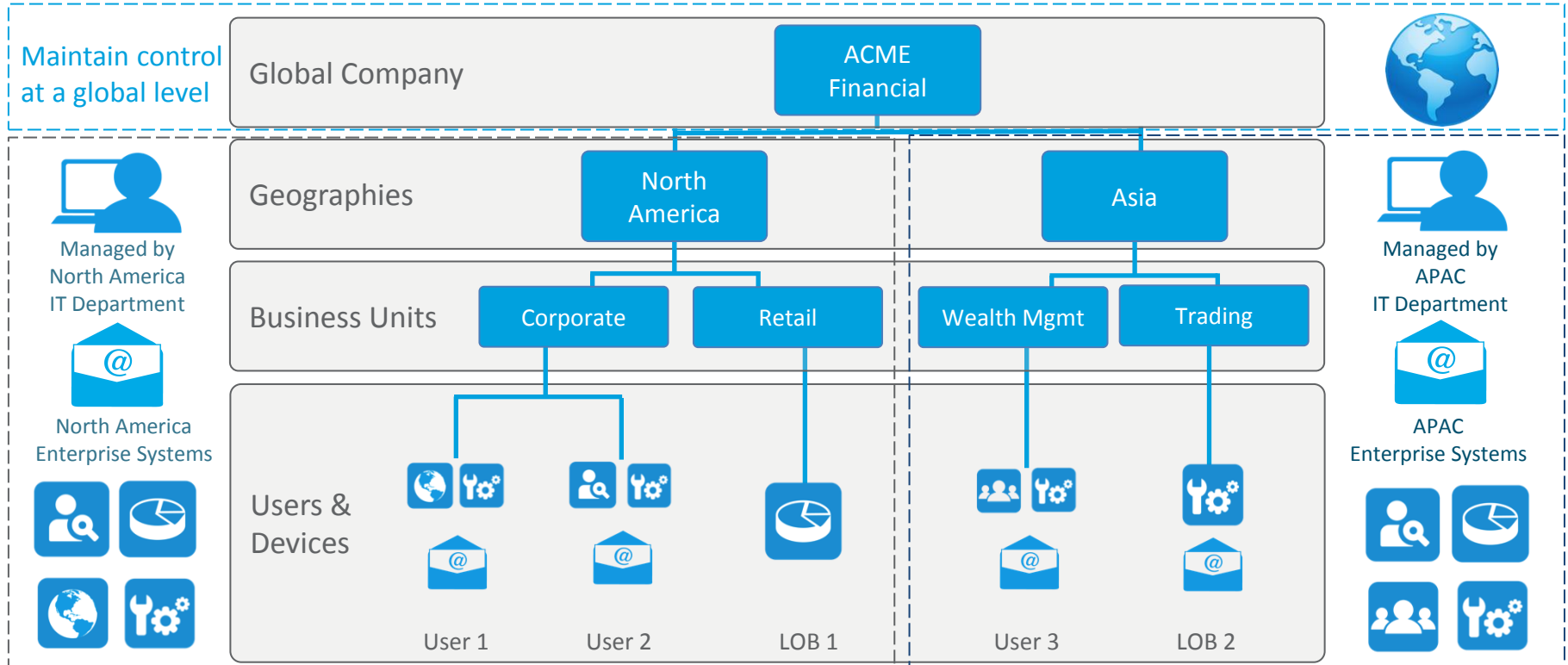
Hybrid Cloud
Computing

Thank you!

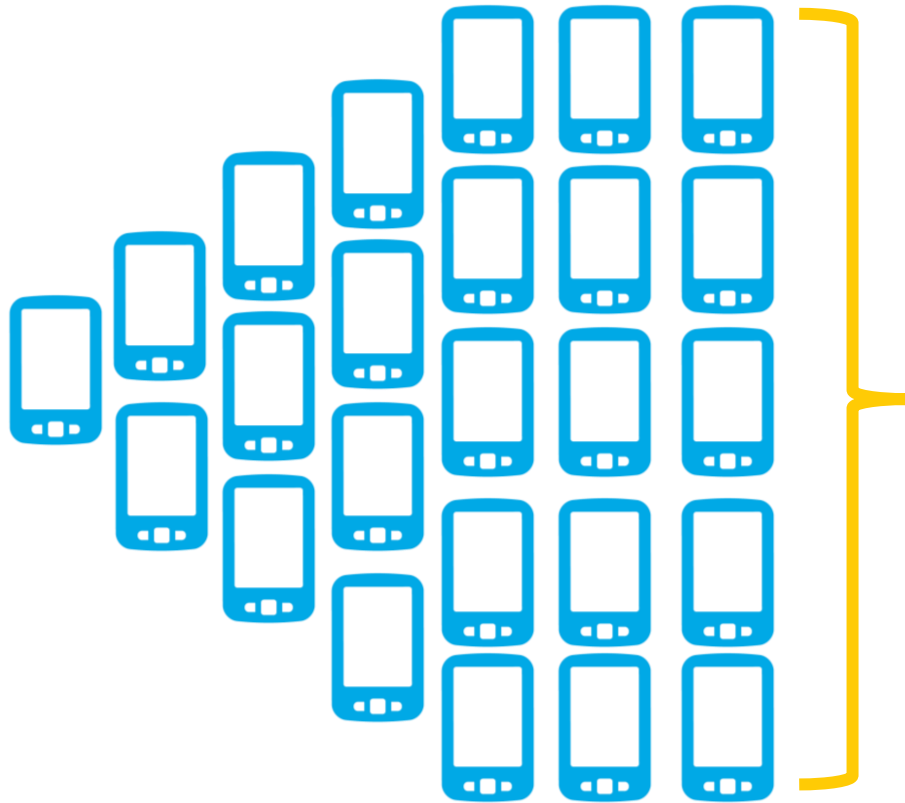
air-watch.com

Appendix

Unparalleled Multitenancy for a Global Deployment



Infinite Scalability that Grows with Your Organization



AirWatch helps scale your mobile deployment and automate management, so you can do more with less resources.



Tightly Integrated Mobile Ecosystem

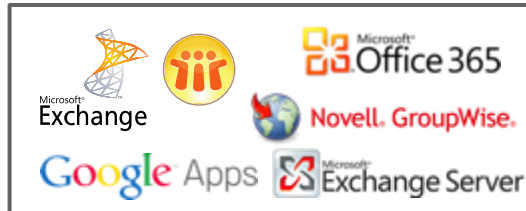
Directory Services



Certificates & PKI



Email Infrastructure



Content Filtering



Malware Anti-Virus



CRM



Printers & Peripherals



AirWatch AppShield



Corporate Networks



Content Repositories



SIEM



Flexible Enrollment for Fast Deployments



Agent



URL



QR Code



Email



SMS



End User



CONFIGURATOR

&

DEVICE ENROLLMENT
PROGRAM



Administrator

Unified Experience Across Corporate Resources



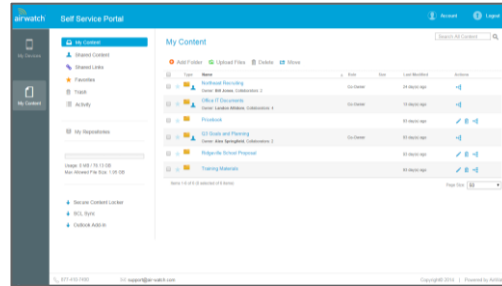
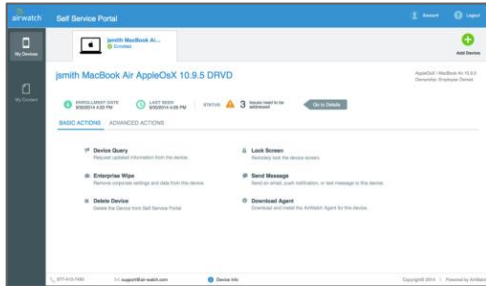
Self-Service Portal to Empower End Users

Reduce IT burden by allowing users basic administration over devices

Simplify enrollment, configuration and support

Enable users to drag-and-drop files into personal folders in AirWatch Secure Content Locker

Share files with others and set different access and editing privileges



Self-Service User Capabilities

Enroll additional devices

Perform remote commands

- Device query
- Send message
- Clear passcode
- Wipe device

Download optional profiles

View device information

- Compliance audit
- Installed profiles and apps
- GPS location

Request applications and technical support

Add personal content to SCL

Enable secure collaboration on content

Automated Compliance Engine

1

Build Policies

Application list
Compromised status
Encryption
Model, OS version
Passcode
Roaming

2

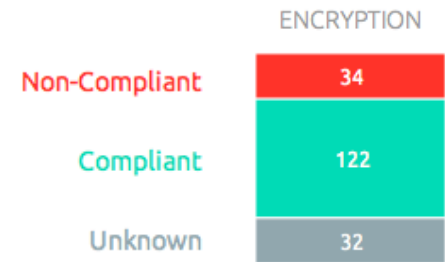
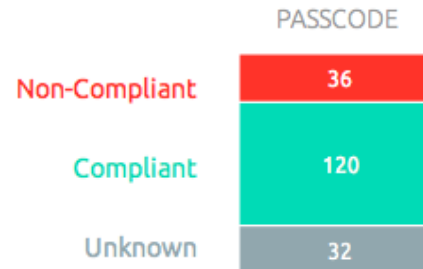
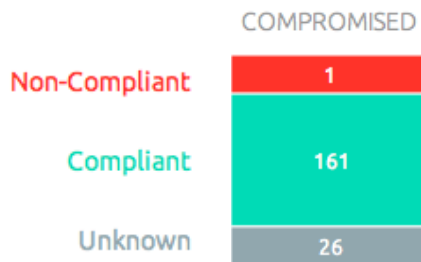
Define Escalation

Time based:
• Minutes
• Hours
• Days
Tiered actions
Repeat actions

3

Specify Actions

Notify admin when non-compliant
Send SMS, email, push notification
Request device check-in
Remove or block specific profiles
Install compliance profile
Remove all profiles
Remove or block apps
Enterprise wipe



Advanced Logging for Regulatory Audits






Log all admin, device and system events for system monitoring

Integrate with existing logging tools

Track Terms of Use acceptance

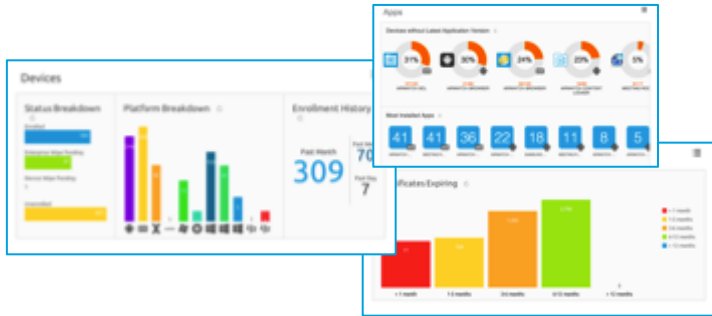
Determine historical retention requirements

Adjust policies for local regulations

Severity	Date/Time	User	Module	Category	Event
 Warning	11/18/12 7:43 AM EST	jdoe	App Catalog	Device	App Install Failed
 Information	11/18/12 7:09 AM EST	asmith	Admin	Policy	Admin User Edited Passcode Policy
 Information	11/18/12 6:37 AM EST	Jthomas	Admin	User Management	Added to Sales User Group
 Critical	11/18/12 6:17 AM EST	nhorton	Device	Device	Device Remotely Wiped
 Information	11/18/12 6:01 AM EST	rjones	Self-service Portal	Login	SSP User Log-in success

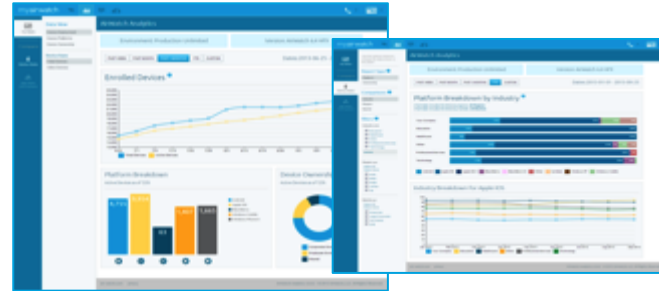
Real-time Insights, Trends and Analytics

AirWatch® Hub



- Customizable dashboards
- Export details into a PDF
- View details including:
 - Enrollment
 - Compliance
 - Profiles
 - Applications
 - Content
 - Telecom
 - Email
 - Certificates

AirWatch® Analytics



- View device deployment information
- View historical data of company devices
- Select custom date range views
- Ability to drill down into data
- Comparison view

Generate Over 80 Reports | Distribute or Export | Integrate with BI

Globalized Console and Apps

Languages Supported



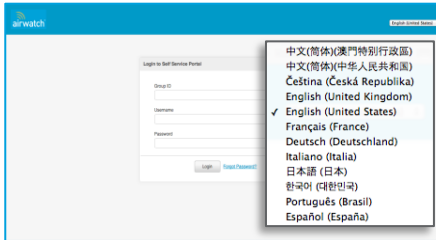
Choose from **17** language packs

Allow users to select language from active list for enrollment, applications, self-service portal and AirWatch Secure Content Locker™

Edit specific terms and translations



Administrator sets language packs across organization



Language automatically reflects users' locale on device or workstation computer

Default Term Enterprise Wipe

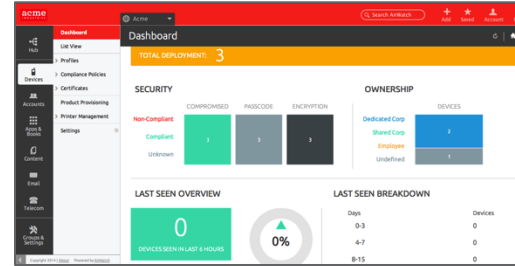
Custom Term Corporate Wipe

Specific terms can be customized in any language

Customizable Branding



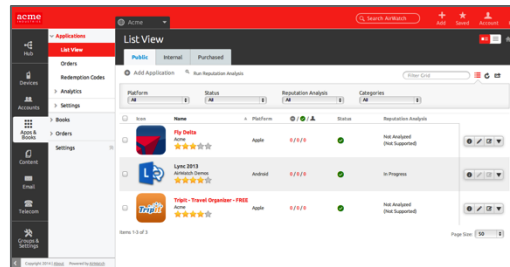
Log-in Screen



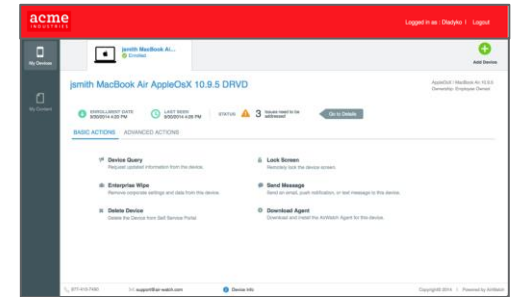
Admin Console



Secure Content Locker



App Catalog



Self-service Portal

We understand your requirements are unique, so we give you flexibility.

Management Approaches

MDM

Manage the Device



Containerization

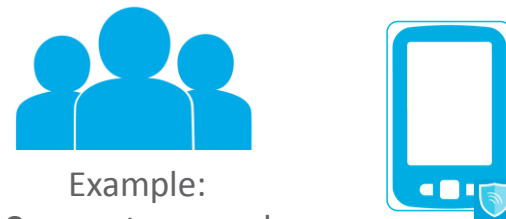
Manage a Workspace



Hybrid



Example: BYOD



Example:
Corporate-owned

Deployment Options

AirWatch Cloud



AirWatch On Premise



Unlimited scale with no hardware to purchase	Deployment	Unlimited scale (may require additional hardware)
Implement in days.	Implementation	Implement in days.
Best-in-class technology from Cisco, EMC, Dell, F5, VMware and Riverbed	Hardware	Choose your own hardware. Guide provided so you'll know what hardware you will need
Data stored based on configurable privacy policies	Security	Data stored based on configurable privacy policies
High availability and disaster recovery configurations with test environments	Architecture	Develop based on your AirWatch installation requirements and sizing
Preconfigured network seamlessly integrates your network systems	Network	Firewall and proxy configuration required for network system setup
Integrate AirWatch with enterprise systems with AirWatch Cloud Connector	Integration	Integrate directly with APIs and firewall configurations
Receive software upgrades and maintenance checks automatically	Upgrades	Choose when to upgrade based on AirWatch release schedule and OS/manufacture updates
Migrate to on premise at any time	Migrations	Migrate to AirWatch Cloud at any time

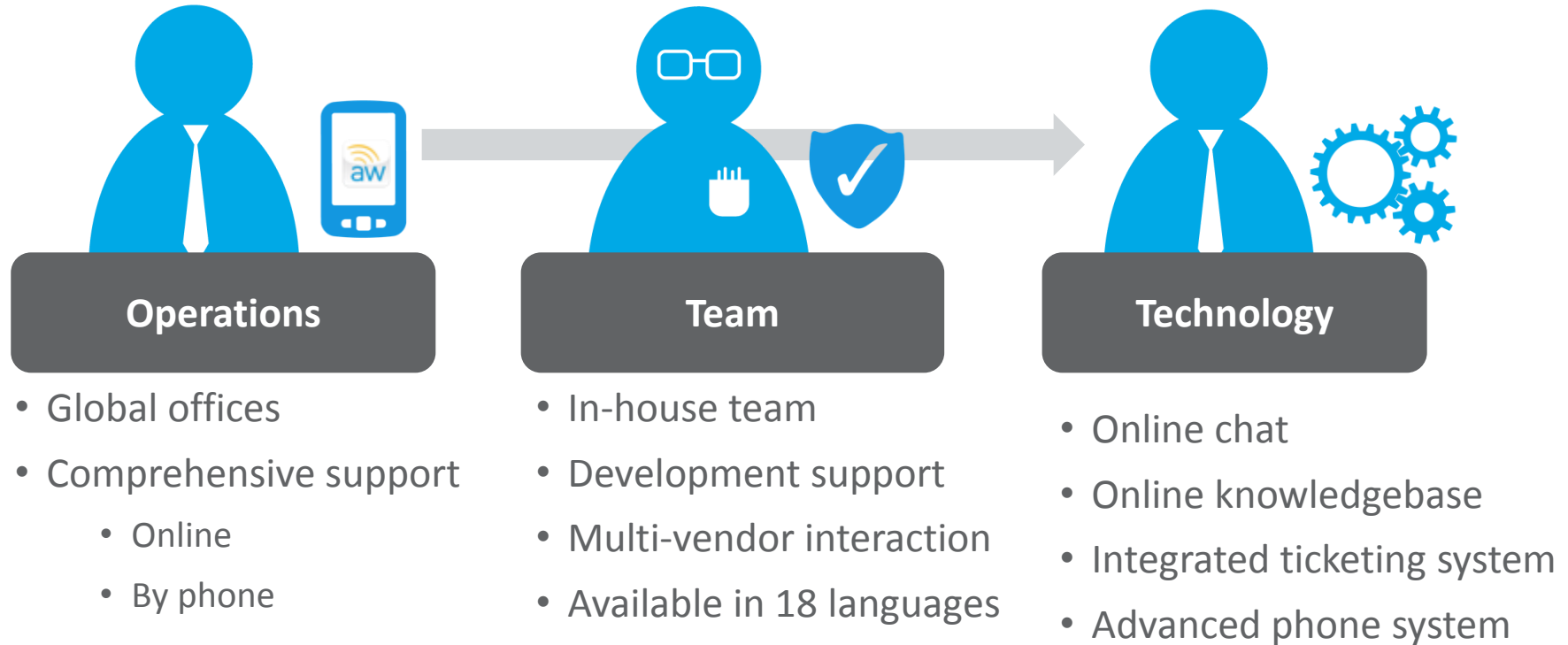
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Demo | Trial | UAT | Production | Federal | Disaster Recovery

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ensure your team is successful.

Reliable Support for Mission Critical Deployments



Global Services and Support Investments

Americas

Product

Brazilian Portuguese, English, Spanish

Services and Support

Arabic, Bengali, Bulgarian, Gujarati, Haitian Creole, Hebrew, Hindi, Japanese, Kannada, Marathi, Polish, Portuguese, Punjabi, Russian, Swahili (Kiswahili), Spanish, Tamil, Telegu, Yoruba

Sales

Brazilian Portuguese, English, French Canadian, Spanish

Data Centers and Support Centers



Local Dial In Numbers

Argentina: +54 11 5217 0798
 Brazil: +55 21 3958 0122
 Brazil: +55 11 3711 5923
 Canada: +1 647 933 8865
 Chile: +56 2 2570 8481
 Colombia: +57 1 381 4914
 Mexico: +52 55 1168 9630
 Mexico: +52 81 4170 3554
 Peru: +51 1 706 1902
 US: +1 404 478 7500
 US Toll Free: 866 501 7705

APAC

Product

Chinese Traditional, Chinese Simplified, Japanese, Korean, Russian

Services and Support

Cantonese, Indonesian, Japanese, Malay, Mandarin, Thai

Sales

Bahasa, Cantonese, Chinese, English, Japanese, Thai, Malay

Data Centers and Support Centers



Local Dial In Numbers

China: +86 40 0120 3153
 Hong Kong: +852 3008 5770
 India: +91 8067 28 8200
 Japan: +81 368635423
 Korea: 00 308 13 2821
 Malaysia: 1 800 813 008
 Philippines: +63 2395 3350
 Singapore: +65 2395 3350
 Taiwan: 00801 856730
 Thailand: +66 2 105 5732

EMEA

Product

Arabic, Czech, Danish, Dutch, French, German, Italian, Polish, Turkish

Services and Support

Dutch, French, German, Italian, Mandarin, Polish, Portuguese, Spanish

Sales

Arabic, Danish, Dutch, English, French, German, Italian, Polish, Spanish, Swedish

Data Centers and Support Centers



Local Dial In Numbers

Abu Dhabi: 8000 3570 2839
 Austria: +43 1 2207578
 Belgium: +32 2 808 9872
 Czech Republic: +420 228 881 314
 Denmark: +45 78 77 50 50
 Finland: +358 9 42416391
 France: +33 9 75 18 12 98
 Germany: 0800 1811285
 Ireland: 1 800 948 329
 Israel: +972 3 721 9633
 Italy: +39 024 5557030
 Netherlands: +31 20 8004872
 Norway: +47 21 98 38 90
 Poland: +48 22 307 3295
 Portugal: 800 180 114
 Qatar: 00800 100 070
 Saudi Arabia: 800 814 0106
 South Africa: +27 10 500 2334
 Spain: +34 911 82 99 70
 Sweden: +46 8 40309992
 Switzerland: +41 43 508 2013
 Turkey: 0800 261 4024
 UK: +44 1908 557 700
 United Arab Emirates: 8000 3570 2839

ANZ

Product

English

Services and Support

Cantonese, French, English, Hindi, Indonesian, Japanese, Korean, Mandarin, Philippines (Tagalog), Taiwanese (Hokkien), Vietnamese,

Sales

Bahasa, Chinese, Cantonese, English, Japanese, Korean, Tagalog

Data Centers and Support Centers



Local Dial In Numbers

Australia Toll Free: 1 300 738 254
 Australia: +61 3 9880 5600
 New Zealand: +64 4 974 7291

Best-in-class Consulting Services



Solution Services

- Assistance with setup, configuration and testing
- Purchase a fixed number of services and training hours



Health Check Packages

- Technical and functional review
- System review and assessment pre- and post go-live



Integration Services

- Authentication of integrated systems
- Assistance with the configuration and setup of an initial set of pilot user(s)



Custom Deployments

- Consultation services to address your key concerns
- Assistance with special business use cases and advanced features

AirWatch Academy Certification Program

Choose Your Path

3 levels of certification training offered through live webinars, on-demand webinars or in person training

Associate Level

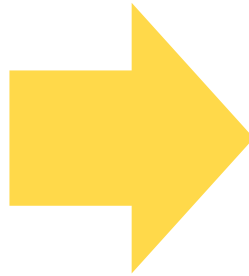
*Mobile Device Management Fundamentals
Mobile Content Management Fundamentals
Mobile Email Management Fundamentals
Mobile Application Management Fundamentals
Platforms and Devices
Integration and Architecture*

Professional Level

*Mobile Device Management Advanced
Mobile App Management Advanced
Mobile Email Management Advanced
Mobile Content Management Advanced
Platform and Device Advanced
Integration and Architecture Advanced*

Expert Level

*Installation and Upgrade Expert
Mobile Application Management Expert (coming soon)
Integration Expert (coming soon)*



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**Scenario-driven exams
focused on real-world examples**

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