

End User  
Services

Managed  
Mobile

FUJITSU

shaping tomorrow with you

Mobile Device Management

Managed Mobile

# Managed Mobile Offering Overview

- **Challenges**
- Managed Mobile
- Why Fujitsu

# Mobility Challenges

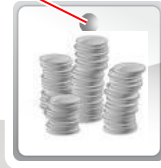
- The way we do business is changing fundamentally – this leads to a number of questions which must be answered...



How can I implement Tablets and Smartphones into my IT- Strategy?



How can I set standardized policies across a heterogenous mobile environment?



How can I gain cost transparency and control while turning CAPEX into OPEX?



How can I benefit from new mobile technologies without jeopardizing my corporate security?



# Technology Creates New Possibilities

Fixed hours, fixed location



Flexible hours, flexible location



- What does this mean?
  - Massive change in how we do business
  - The number of mobile workers and smartphone and tablet PC users is ever increasing!

# What Mobility Means for Enterprises

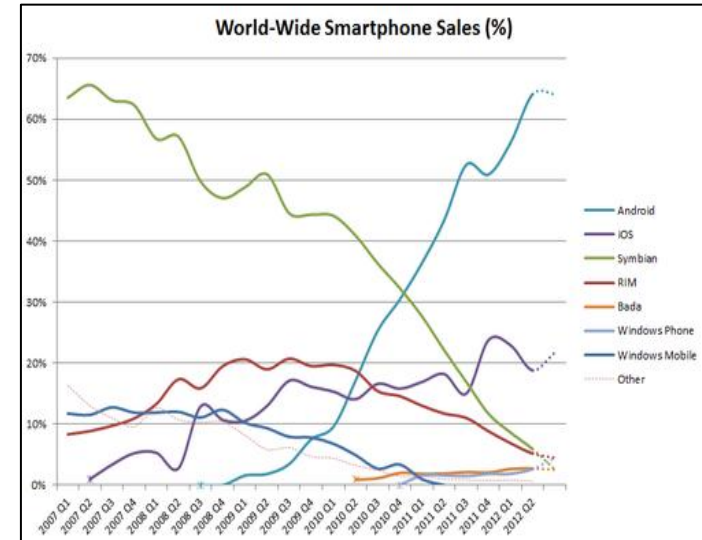
- Access to newest technology is key for passionate employees
  - Generate more revenue, drive innovations
  - Demand creative freedom, such as choice of device and social media access
- Heterogeneous environment of employee and corporately owned devices



# Mobile OS: a Volatile Market

- 80% of all enterprises confirm that it is virtually impossible to manage the increasingly complex mobile environment manually.
- „Betting on the wrong horse“ can become a costly error
- Mobile Device Management will become imperative within the next 12 months

Some hardware manufacturers have started developing their own specific Android OS – *will this lead to even more diversification?*



# Challenges for Any IT Department



**40%\***

of users will use one device, both corporately and privately

**4 out of 5 users**

access their corporate network without permission – 59% do it daily

**72%\***

store sensitive data on mobile devices, such as business reports, pipelines or prototype information.

**More than half\***

of IT administrators do not feel prepared for a data breach incident

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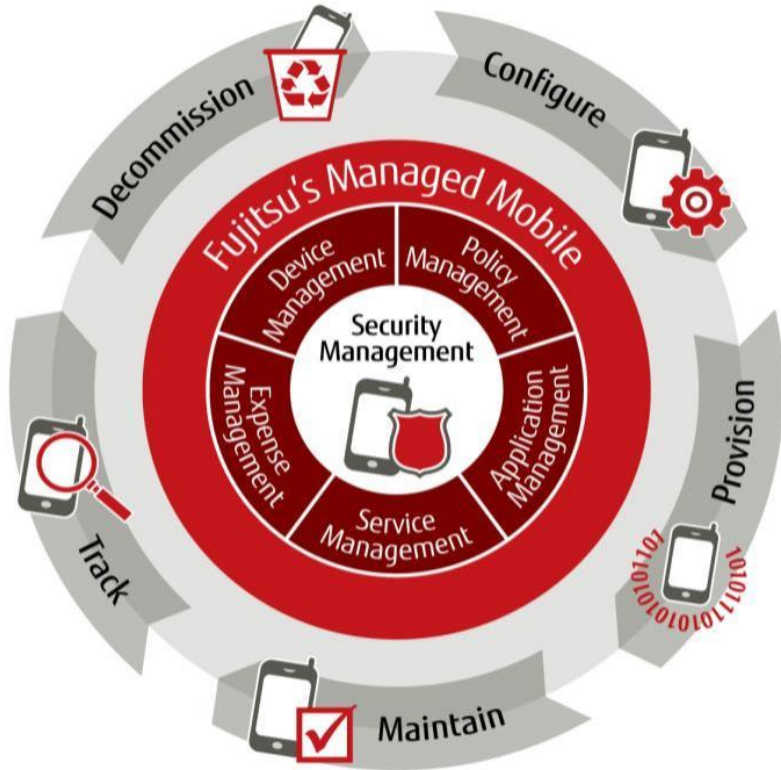


# Characteristics of Our Managed Mobile Offering



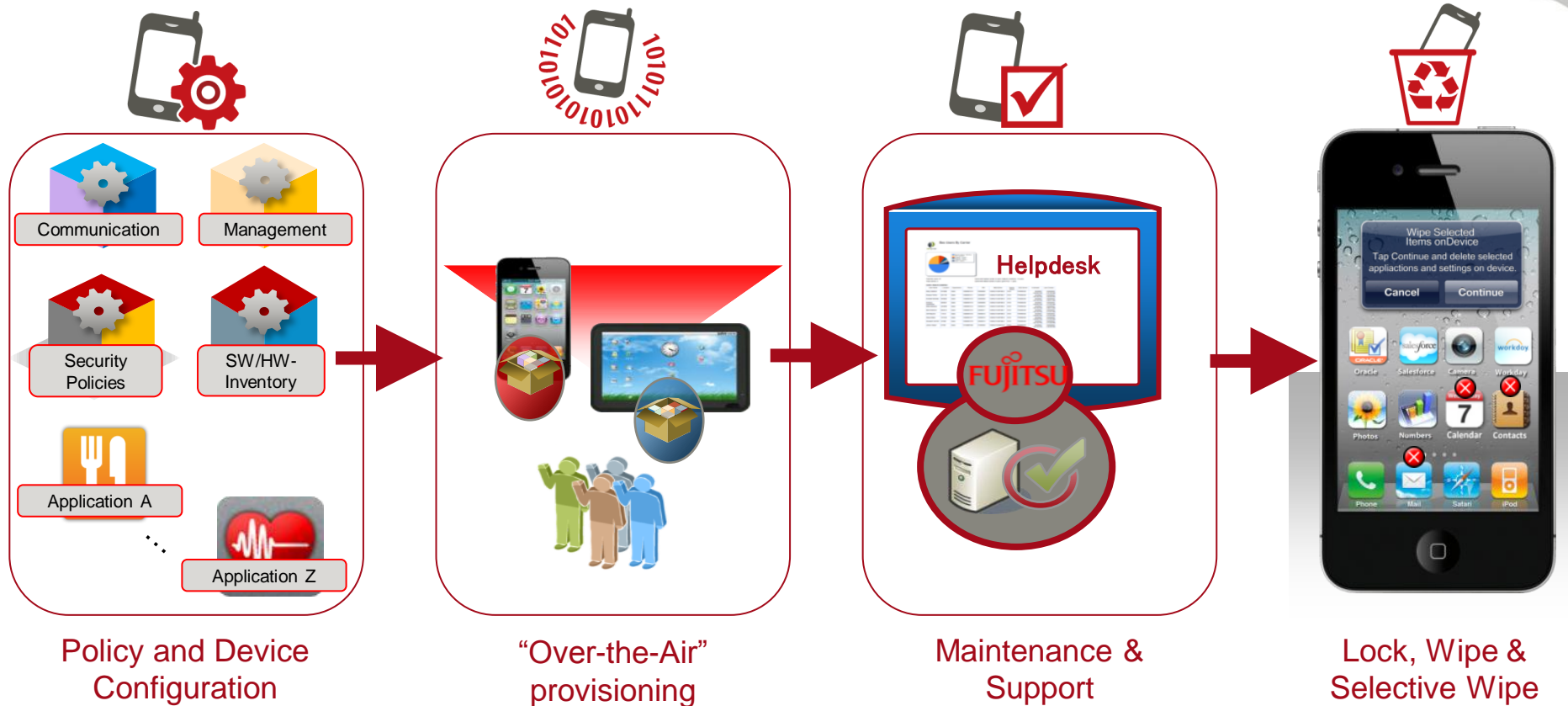
1. Global coverage
  - Customer proximity by follow-the-sun and worldwide support availability
  - Customer expansion supported
2. Standardization
  - High service quality, faster implementation and reduced costs
3. Defined service level agreements
  - Ensure improved availability and performance whilst reducing risk
4. Centralized governance
  - Faster implementation of IT workplace changes to support new business needs
  - Improved agility
5. „price-per-seat“ model
  - Reduced financial risk
  - Improved planning reliability due to the shift from CAPEX to OPEX
  - Higher cost transparency

# Fujitsu's Managed Mobile – an Overview

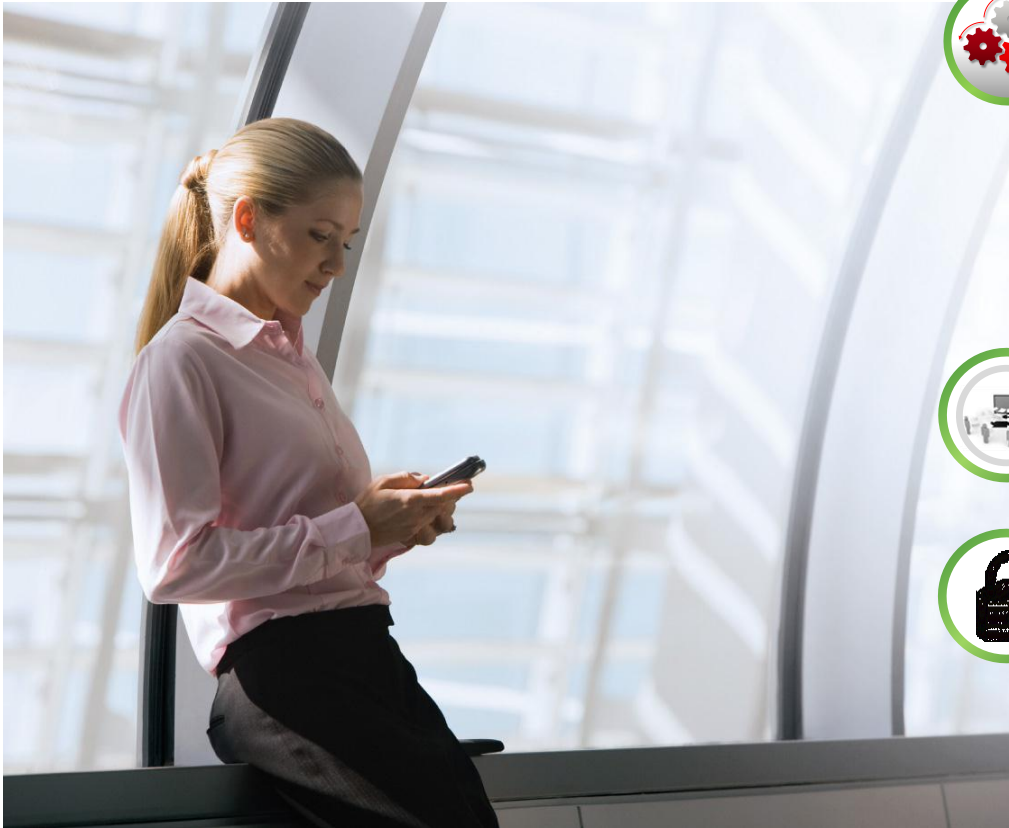


- Fujitsu Managed Mobile is a Managed Service around Mobile Device Management (MDM) delivered from a centralized Cloud Infrastructure

# Service Lifecycle of a Managed Device



# Managed Mobile Features



## Management

„Over the air“ enrollment

Remote-Management „over the air“

Role-based User Access incl. Self-Help Portal

Application Management

24/7 global Helpdesk

Unified Configurations – across multiple OSs



## Mobile Office

Email, Calendar, Corporate Address Book, Tasks

Intranet Access



## Security

User and device-based authentication

Encrypted transfer of data and mails

Anti-Virus, Anti-Spyware, Firewall-filtered traffic

Remote Lock/“Wipe“ Capabilities

# Service Components

## ■ Mandatory Components

 Service Transition 

 Core Service 

## ■ Core Service includes



- Policy Management & Deployment
- 24/7 Global Helpdesk
- Self-Service Portal
- Lock&Wipe Functionalities

## ■ Core+ Options add flexibility based on customer requirements

## ■ Optional Core+ Components


 Enhanced Android Security 

 Mobile Anti-Virus 

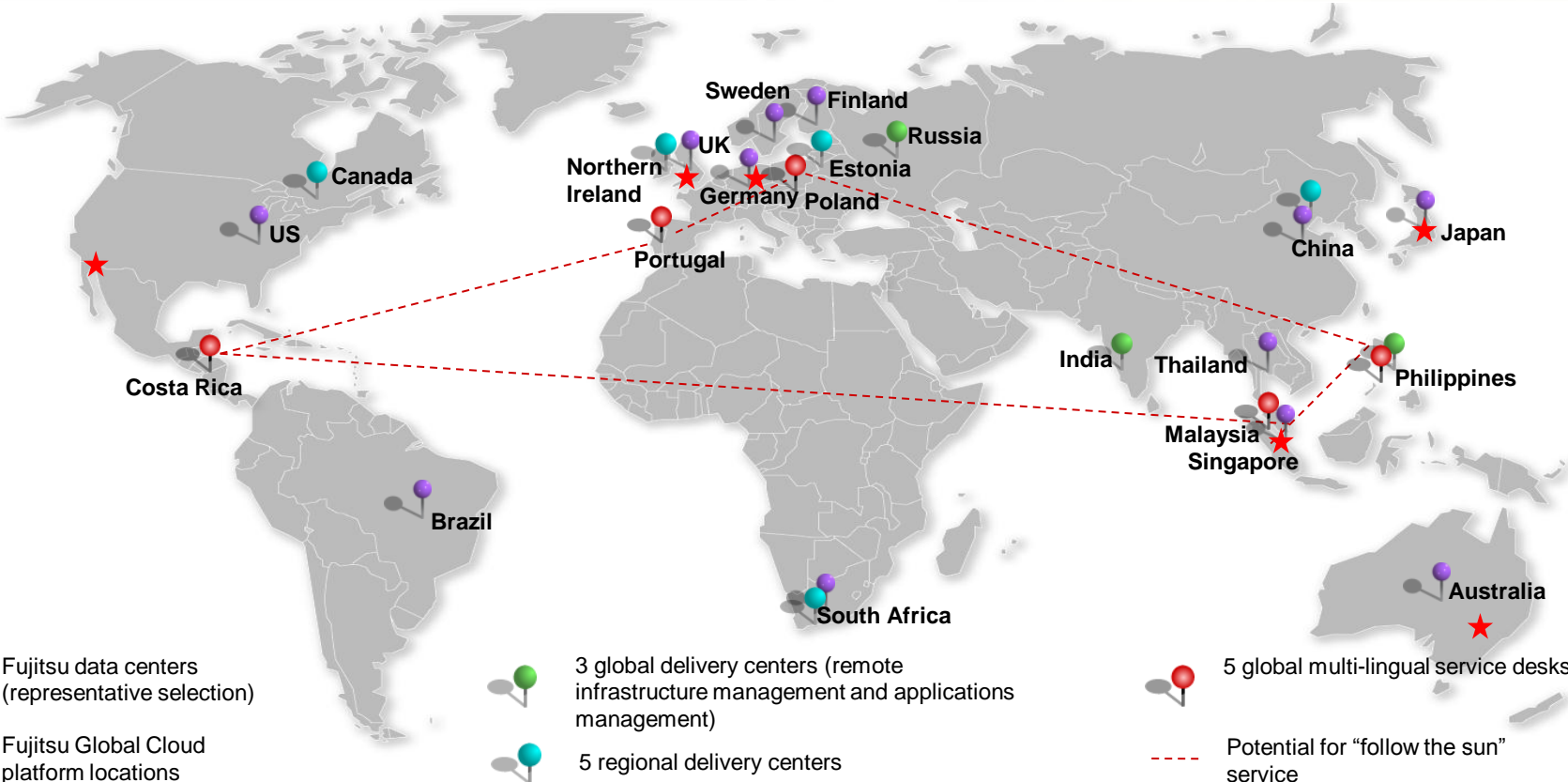
 Active Sync Security 

 Seven Push Mail 

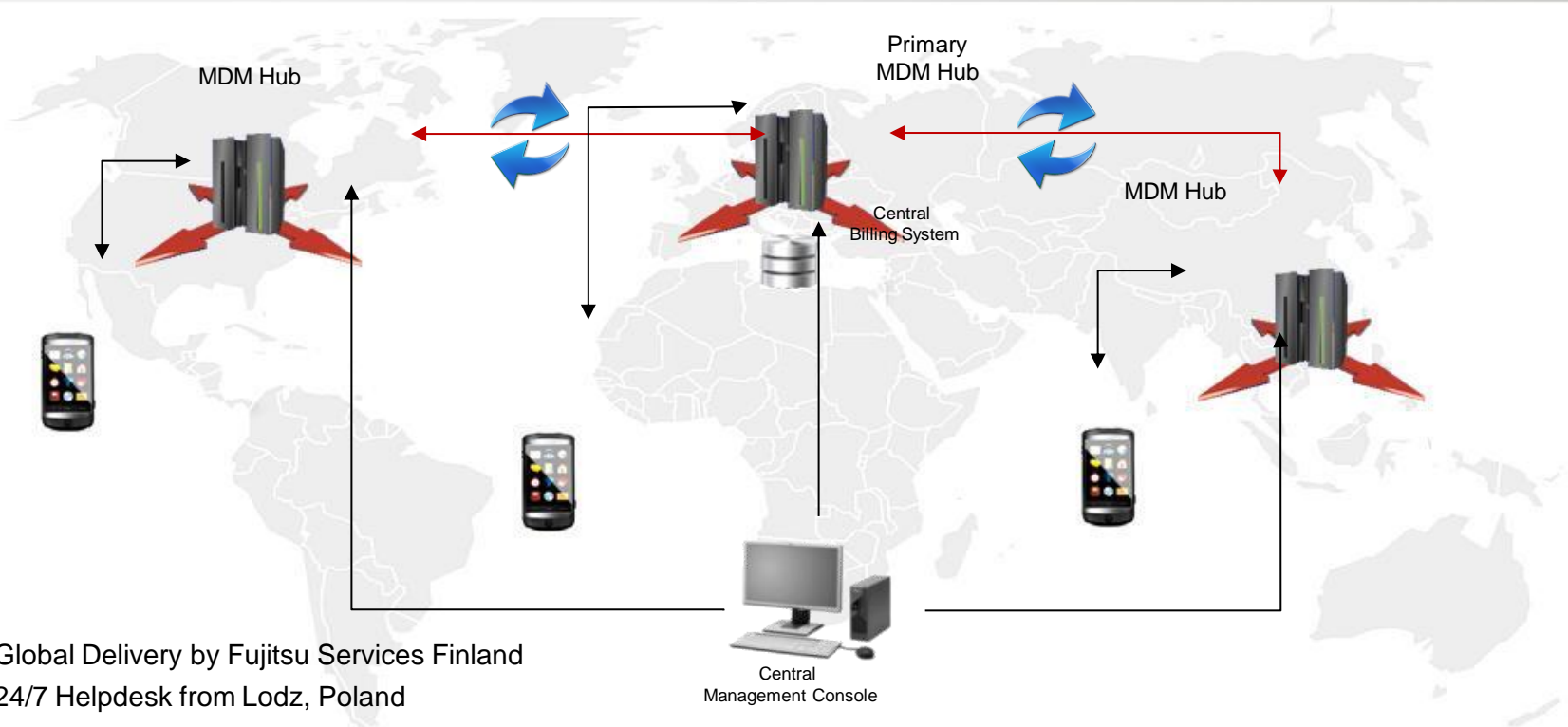
 Data Leakage Prevention 

...and more coming! 

# Fujitsu's Global Delivery Capabilities



# Managed Mobile – Global Delivery



- Global Delivery by Fujitsu Services Finland
- 24/7 Helpdesk from Lodz, Poland
- Regional MDM hubs in planning to relieve latency and load
- Local Connectivity Hubs ensure email traffic does not leave the country



# Customer Benefits



Costs



Time



Risks



Cost Control



Complexity



Flexibility

- Improved productivity and responsiveness
- Improved employee satisfaction
- No operational responsibility for customer!

*Fujitsu can help you turn mobile complexity into improved business performance!*



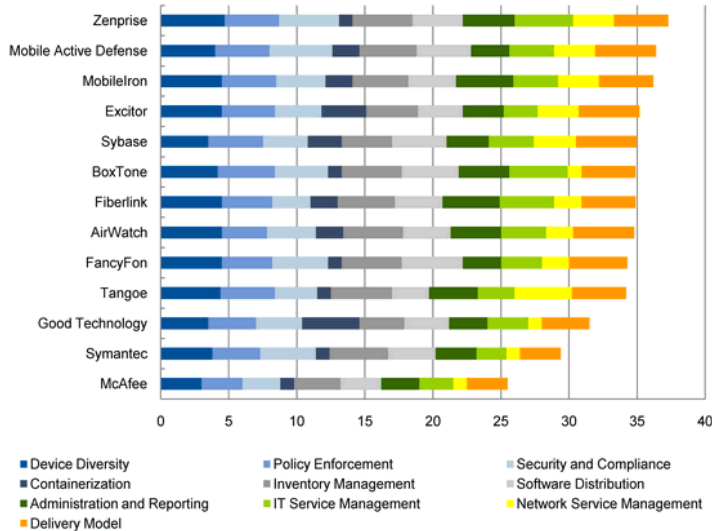


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# Best of Breed MDM-Software

## Gartner Critical capabilities



## Gartner Magic Quadrant for ..., Europe



**Managed Mobile runs on Zenprise  
Device Manager (CITRIX)**

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# Some Customer Examples



Mercedes-Benz

*“Mercedes Benz stated that they were impressed how Fujitsu was able to build and deploy more than 250 devices at extremely short notice. This was achieved within just a few days with the support of the highly professional build team based in Warrington.”*

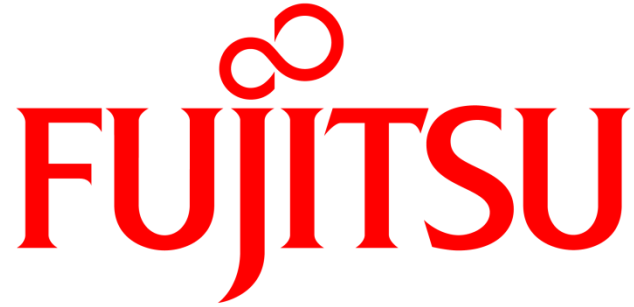
**120+ customers with users in 40 countries**

# Why Fujitsu



- We offer a **complete** and highly **standardized global** offering
- Centralized and fully **Managed Service**, built around **award-winning** Mobile Device Management Solution
- **24/7** world-wide coverage, inkl. Service Desk
- Secure, scalable and reliable through **cloud infrastructure**
- **World-class** workplace management and workplace services
- Over **70 years** of experience with production telephony equipment and services





shaping tomorrow with you