Microsoft Enterprise Mobility Suite at the Core of New Business Opportunities for Service Providers

Let's start with one simple question: do you ever check your business e-mail, read company documents or schedule a business meeting when you are at home, on the road, in a restaurant or in any other location? The question is almost rhetorical, as your answer will most probably be 'yes'. Modern workers use smartphones, tablets and laptops, either privately owned or through Bring-Your-Own-Device (BYOD) programs for both personal use and business purposes. Recent research by Gartner estimates that the average enterprise has deployed no less than 8 to 15 mobile applications to its employees. Where only a few years ago the mobile strategy primarily focused on basic productivity tools like email, contacts and calendar, now role-specific and business-critical apps and data are increasingly being pushed to users' mobile devices. This means that traditional tools that solely manage mobile device hardware are no longer sufficient. Modern enterprise mobility requires tools that manage and protect all aspects of mobility within organizations: from identity and devices to applications and security. Today, Enterprise Mobility Management (EMM) should be at the core of any mobile strategy and has become a basic need for every company.

This whitepaper focuses on EMM and more particularly on Microsoft's Enterprise Mobility Suite (EMS) as part of the Microsoft Cloud Solution Provider (CSP) program. It aims to give service providers insight into how they can integrate cloud-based EMS with their own service portfolio, help end users and open up new business opportunities.

What is Enterprise Mobility Management?

Enterprise Mobility Management (EMM) helps companies to enable employees use mobile devices for work-related tasks. Next to accessibility, EMM must have a strong focus on security to ensure business-critical data protection in the best possible way. One of the biggest challenges for any EMM strategy is to find the optimum balance between offering tools users need to work on mobile devices and implementing business-grade security. In general, EMM focuses on four mobility aspects:

1 Mobile Device Management (MDM): a secure way to deploy (privately owned) mobile devices within the enterprise.
2 Mobile Application Management (MAM): the delivery and administration of enterprise software to end users' mobile devices.
3 Mobile Identity and Access Management (IAM): security that only trusted (corporate-authorized) devices and users access enterprise applications.
4 Mobile content management (MCM): provision of secure access to corporate content on mobile devices.

Microsoft's Enterprise Mobility Suite (EMS) is one of the major software suites available for EMM.

The Enterprise Mobility Suite (EMS) by Microsoft

Microsoft's Enterprise Mobility Suite (EMS) promises to "keep end users productive on their favorite apps and devices, while company data are protected". It combines three mobility

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themes into one suite: Identity, Mobile Device and Application Management, and Security. The following Microsoft products form part of EMS:

- MICROSOFT INTUNE – Cloud-based device and app management.
- AZURE ACTIVE DIRECTORY PREMIUM – Enterprise-grade identity & access management in the cloud.
- AZURE RIGHTS MANAGEMENT – Protection of information wherever it goes.
- MICROSOFT ADVANCED THREAT ANALYTICS - Behavioral analysis for advanced threat detection.
- AZURE REMOTEAPP – Access to Windows apps in the cloud on iOS, Mac OS X, Android and Windows devices.
- MICROSOFT IDENTITY MANAGER - On-premises identity and access management.

According to the previously mentioned research by Gartner's Magic Quadrant, Microsoft EMS "represents a comprehensive mobility security and management vision and positions Microsoft well for the future in this market." This is an important and valuable takeaway which service providers can use to support their conversations on enterprise mobility with their (prospective) customers.

How can service providers adequately address mobility issues and EMS to their customers?

EMS represents a huge business opportunity for service providers. As described earlier, enterprise mobility is at the core of every company's mobile strategy. Or at least should be. This equally applies to large enterprises as well as to small and medium-sized businesses (SMBs), the latter being the target customers of most service providers. Enterprises and SMBs both face similar risks regarding security, identity management, integration and costs[2] when they fail to adopt effective mobility management strategies.

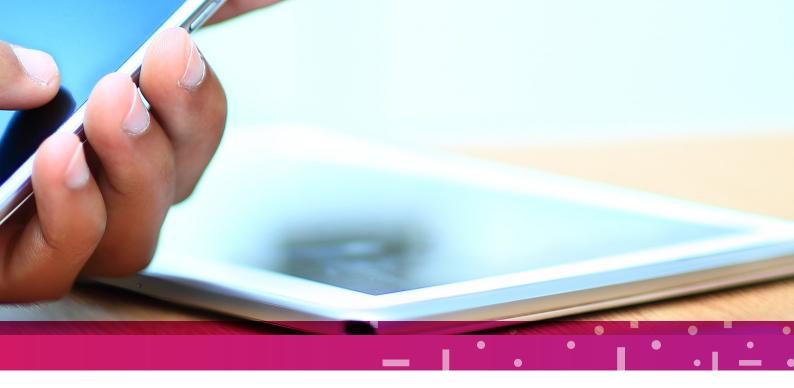Service providers may address a number of possible risks when end users ask about the need for effective mobile management:

- Missed turnover due to inefficiency: if users are unable to get their work done properly on their laptop, tablet or smartphone, this may lead to inefficiency and reduced productivity.
- Unnecessary extra costs: mobile devices not operating effectively will lead to increased support calls and extra expenses.
- Staying behind the competition: companies that fail to manage mobile technologies effectively will have to cope with competitors taking over the lead and jumping into new mobile opportunities (more productive employees, enhanced service, and operational efficiency).
- Higher vulnerability to data loss: unprotected mobile devices are not a potential but a likely risk to business security.
- Lack of control or no control at all: companies will be unable to keep track of who is able or authorized to access what data.

How does EMS benefit service providers?

As part of the Microsoft Cloud Solution Provider (CSP) program, the Enterprise Mobility Suite (EMS) is a major opportunity for service providers to build on.

- First of all, EMS is part of CSP, Microsoft's cloud offering for service providers, which means EMS is easily available and deployed at **far lower cost than any on-premises solution.** Besides, it is always up-to-date and doesn't require any technical interference by the end user.
- Second, every company has a **need for enterprise mobility management**, turning it into an ice breaker to start or renew the sales process.
- Service providers can choose to offer EMS as a **standalone** software suite or **as a service**, in which the service provider monitors and manages the end user's mobile ecosystem, thus creating a **fixed revenue model**.
- Service providers can **integrate or combine business-grade mobility management with their existing IT offerings in**

the cloud, thus offering higher value. This can be applied to any business sector, e.g. finance, healthcare, government, etc.

- Create **new revenue opportunities** through upsell and cross-sell by combining Office 365 with related services and solutions in order to give end users freedom to work securely from virtually anywhere, on any device.
- **Solve mobility strategy challenges** for their end users, utilizing their expert knowledge of specific market sectors combined with Microsoft solutions.

5 Microsoft reasons why end users will love EMS

According to Microsoft, EMS is the "only enterprise mobility solution designed to help manage and protect users, devices, apps (PC or mobile), and data." They state that theirs is the most comprehensive solution: it is "a great value and can save money for end users. Based on a recent Total Economic Impact (TEI) study by Forrester[3] the payback on EMS can be as short at 10 months." In addition to this statement, Microsoft comes up with 5 reasons service providers can use to convince end users to manage enterprise mobility with Microsoft:

- EMS protects Office better: EMS is the only solution designed to protect Microsoft Office email, files, and apps.
- EMS saves money: up to 50% less than the cost of buying standalone solutions from other vendors.
- EMS just works: it is simple to set up, always up-to-date, and connects to on-premises datacenters.
- EMS is more secure: security is in the core of Microsoft. They help you to identify security breaches before they cause damage.
- EMS is comprehensive: it protects iOS, Android, Windows, and over 2,500 popular SaaS apps.

What is the Microsoft CSP program?

EMS is part of the Microsoft Cloud Solution Provider (CSP) program. This program allows service providers to sell

Microsoft Cloud Services along with their own offerings and services. It enables end users to obtain all the IT services they need from one single cloud provider. As a service provider, you own the complete customer life cycle through direct billing, provisioning, management, and support, which strengthens your customer relationship. A 'mobile-first, cloud-first' world in which IT is 'always on and always up'.

The Microsoft Cloud platform constitutes an integral part of the CSP program, as it provides service providers with a whole suite of familiar Microsoft products in the cloud as a customer offering. In addition, providers can bundle the Microsoft services and/or integrate with their own services and thus differentiate in the market. The Microsoft Cloud platform helps service and hosting providers build a custom cloud platform tailored to their customers' needs, as well as their own. Microsoft cloud is not a threat to the hosting service provider business, it is a major opportunity!

What is included in the Microsoft Cloud platform?

Microsoft Cloud platform comes with the following products and services:

- Office365
- Intune
- Enterprise Mobility Suite
- Azure
- CRM Online

How can you get started?

Knowing that the cloud offers huge opportunities for IT cloud solution providers is one thing. Understanding the cloud business and knowing how to capitalize on it is another! In cooperation with Microsoft, Insight offers you a whole set of consultancy services, tools and support to help you to onboard smoothly and maximize your cloud business.

Our advice is to take it step-by-step. First of all, contact Insight. We have a team of experienced consultants to discuss your

business opportunities with you. Together, we will take you through all the following relevant issues in order to formulate your needs and wishes:

- Scenarios applicable to your business
- Opportunities to differentiate and build your 'package' offering
- Hybrid licensing for your environment
- Program details & program pricing

Once you have signed your CSP Reseller Agreement with us, we will help you select the subscriptions that you need. After that, we will provide all the assistance and support to help you grow your business. This includes:

- Tooling & management (e.g. CSP Dashboard)
- Training & education (e.g. CSP Boot Camp)
- Differentiating 3rd party add-on solutions (e.g. Lync Enterprise Voice)
- Technical Support
- White label Cloud enablement services
- Guidance through the Hybrid Licensing opportunity

If you are interested in growing your business or want more information on the CSP program and the way you can use it to strengthen and extend your current service offerings, contact your Insight account manager. He or she will advise you and help you onboard the Microsoft CSP program so that you can start expanding your cloud business right away.

[1] Magic Quadrant for Enterprise Mobility Management Suites, Gartner, June 2015;
http://www.gartner.com/technology/reprints.do?id=1-2HIRGAD&ct=150609&st=sb&aliId=65872652

[2] "Overcome Security And Identity Management Challenges In Enterprise Mobility With The Right IT Infrastructure", Forrester, December 2014.

[3] The Total Economic Impact™ Of Microsoft's Enterprise Mobility Suite, Forrester, July 2015;
https://info.microsoft.com/Forrester-Total-Economic-Impact-White-Paper.html?ls=Website

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