



# Product Brief

## AT&T Mobile Application Management Giving IT organizations an extra layer of control and visibility

We are an application driven society. We use mobile applications to improve our work productivity, to collaborate, to socialize with friends and family, and to improve ourselves. While applications have their benefits, they can also pose challenges, particularly for organizations that allow employees to use their personal devices for work. For many, traditional Mobile Device Management solutions do not provide the granularity to monitor applications the same way their MDM solutions manage their device inventory.

Even with well-intentioned employees, organizations should have a way to identify, distribute, and manage the applications on employees' mobile devices. It is essential for organizations to analyze and control these applications and protect themselves.

General consumer application stores are not built for enterprise use. They can be cumbersome for organizations to distribute work applications and expose devices to malware. Yet without a solution to distribute

applications IT is forced to manually install and configure applications on individual devices which is inefficient and can increase the risk of data loss and theft.

### MAM Enables Application Provisioning and Data Protection

Mobile Application Management (MAM) helps IT organizations protect sensitive data by controlling access to the applications which access that data. MAM enables organizations to efficiently provision the appropriate applications with the appropriate access controls to the appropriate employees.

With MAM, IT organizations can:

- Require and implement encryption
- Set and enforce role-based policies for applications, including how they store and share documents
- Remove data and de-provision apps at will, such as when an employee leaves the company or loses a device

Controlling content distribution is just one way MAM helps prevent sensitive data from leaving enterprise applications. MAM can also "wrap" content and information as a means of separating and safeguarding it on mobile devices. It creates a work environment on smartphones and tablets that is distinct from the user's personal environment. As a result, employees retain the freedom to use their personal apps while IT maintains the control

### Potential Benefits

- Helps prevent data loss to unsecured consumer apps
- Combines high levels of application protection with an excellent user experience
- Allows businesses and government agencies to increase productivity
- Helps ensure consistent protection across both iOS and Android

### Features

- Enforce application-level security for enterprise applications
- Block and permit application loading based on employee's department, role, etc.
- Distribute applications through an enterprise app store
- Distribute enterprise apps based on employee's department and role
- Track and report mobile app downloads and usage



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and visibility it requires to protect data. For example, IT can protect passwords, enable and disable business apps, and wipe work-related data from a device that is lost or stolen.

#### Utilizing AT&T to Reduce Complexity

Mobile Application Management is a part of the Mobile Enterprise Management suite of solutions from AT&T. Created to simplify the

complexity of the mobile ecosystem Mobile Enterprise Management leverages best practices and proven frameworks to address nearly every enterprise mobility challenge.

AT&T collaborates with customers to understand their mobility requirements and create a holistic solution using the tools that meet their specific needs. The resulting solutions help protect customer organizations

and extend their presence beyond the scope of traditional brick and mortar.

Through best-in-breed alliances, AT&T delivers carrier-agnostic, end-to-end solutions for multiple device operating systems. Mobile Application Management from AT&T allows an organization to focus on its business while reaping the benefits of a highly secure and agile mobile infrastructure.

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