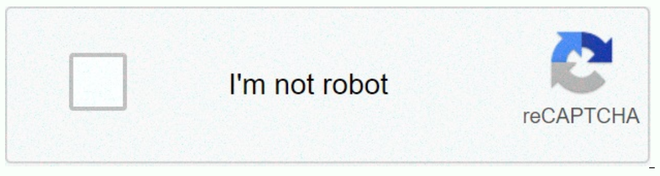

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Mobile application manager description

Mobile app management (MAM) is software that secures and enables IT control over enterprise applications on company smartphones and tablets and end-user personal. MAM software allows IT administrators to implement and enforce enterprise policies on mobile applications and restricts enterprise data sharing between applications. It also allows the separation of business applications and data from personal content on the same device. Other common MAM features and capabilities include software delivery (often through the enterprise app store), software licensing management, application configuration, and inventory management and application lifecycle management. Content Continues Below Mobile app management gives IT administrators a more detailed way to control and secure enterprise data, which is important in any mobile strategy, especially in delivering your own device program (BYOD). Traditionally, IT departments rely on mobile device management (MDM) software, which provides device activation, device registration, and provisioning capabilities, remote wipe, and other device-level functionality. This approach is sufficient for scenarios where organizations purchase mobile devices for employees, who use them only for work-related matters. But after Apple released the iPhone in 2007, followed by the release of Google's Android-powered smartphone, more employees began using their personal devices for work. Many of these employees are reluctant to allow their IT departments to remotely remove their personal devices, blacklist certain applications or use other MDM capabilities. And as the workforce grows more tech-savvy, it becomes more difficult for organizations to fully block end users from doing work on personal devices. Thus, the device is unsafe, which creates a risk to the company. MAM appears to help resolve this issue. As part of a larger mobile strategy, it allows IT administrators to implement and enforce policies only on specific applications that access company data, making applications personal and data untouched. Some MAM functions are similar to MDM. With MAM, IT can remotely remove applications – but not entire devices, as is the case with MDM managed devices, for example. There are several different approaches to mobile app management: Software development kits (SDKs) and app wrappers. This method involves additional code being added to the app, either during the SDK or after the (app wrapping) development process. This code connects the application to the back-end MAM software, allowing IT administrators to implement and enforce policies on the application and take other steps to protect its data. This approach, also known as sandboxing apps, isolates apps or app groups from other apps on the device. Data in this isolated area, known as containers, cannot go away, and in-container applications cannot interact with those outside. An extreme example of containerization is the dual persona technology, which creates two two user interface – one for work and one for personal use – on the same device. Device-level MAM. Another newer method is the ability to control and secure applications through the MDM protocol built into the mobile operating system. Apple's Managed Open In feature, introduced in iOS 7, gives IT the ability to control how apps share data with each other. Admins can prevent users from retrieving documents received in their company's email app and uploading them to a private cloud storage app, for example. Google Android uses sandboxing to create secure managed work profiles that contain enterprise apps and data on personal devices. Samsung offers similar capabilities on its Android devices through its Knox technology. How mobile technology is transforming businessEs The main drawback to app wrapping, MAM SDKs and third-party containerization is that they don't always work across all mobile apps, operating systems and devices. Wrapping and SDK approaches require access to the app's source code, which isn't always available – especially for apps in public app stores. And Apple doesn't allow developers to abstract apps from iOS as a necessary container and dual persona. In response to this challenge, a group of enterprise mobility management (EMM) vendors formed the AppConfig Community in 2016. AppConfig aims to ensure a more standardized use of MAM by promoting the use of application management capabilities built into mobile operating systems for the use of third-party MAM technologies. Members of the AppConfig Community include BlackBerry, IBM, VMware, Jamf Software and others. Mobile app management is available as a stand-alone product from several vendors in the early days of the BYOD era. However, as the market matured, large enterprise software companies acquired stand-alone MDM and MAM vendors and began bundling their products. This collection of technologies is known as EMM. The main components of EMM are MDM, MAM, identity and access management. Some vendors also include corporate file syncing and sharing in their offerings. Although there was some MAM vs MDM debate at first, it is now common for organizations to rely on a combination of technologies to meet their IT security and administration requirements. IT departments can use MDM to enforce basic security measures, such as the use of device passcodes, and rely on MAM for application protection to prevent data leakage from business applications, for example. Integrated endpoint management (UEM) then evolved from EMM products, as organizations needed a way to manage all their endpoints – including desktops and laptops – from a single tool. Most UEM platforms can manage Windows and macOS devices along with smartphones and Many existing EMM vendors combine their products with other tools to enable hybrid management of desktops and mobile devices or add desktop management to their mobility management offerings. Gartner Magic Quadrant 2019 for UEM named six vendors as market leaders: market: VMware, MobileIron, IBM, Citrix and BlackBerry. Other major vendors include Ivanti and 42Gears. All these vendors offer mobile app management as part of their UEM suite. There are still some vendors that only focus on MAM or enterprise app stores as well, including Apperian (owned by Arxan), Appaloosa and App47. Mobile app manager is a tool used by network administrators to remotely install, update, remove, audit, and monitor software programs installed on smartphones and tablets. The term is also used to describe people whose work involves managing mobile apps. Unlike mobile device manager (MDM), which focuses on device activation, registration and provisioning, mobile app manager focuses on software delivery, licensing, configuration, maintenance, usage tracking and enforcement. Administrators have long used system management tools – especially patch managers – to perform similar tasks on enterprise servers, desktops, and laptops. However, the mobile app introduces a new set of challenges that can vary based on device type, OS, and ownership. For example, many smartphones and tablets are never directly connected to the company's LAN or into the company's domain. Instead, mobile app managers should manage the software over mobile broadband and/or Wi-Fi while being sensitive to factors such as network bandwidth and costs to keep applications up-to-date without running up large bills or negatively impacting business use. Some mobile devices - especially those running iOS and sometimes Android - do not support the installation of IT-directed push server software. Instead, mobile users should pull public apps and updates from authorized distributors such as the Apple AppStore and Google Play. The company's mobile app management team can present employees with a catalog of recommended public apps or ask users to install the required public apps, while allowing users to decide whether and when to allow software installations or updates. Some third-party mobile apps require a payment or point-of-sale license to become operable. The mobile app manager can facilitate this activation - for example, drive a license file with an Android app, or allocate an iOS app usage token obtained from the Apple Volume Purchase Program. Privately developed mobile apps can follow a completely different path, driven by mobile app managers to mobile devices from company-operated servers, often referred to as enterprise app stores. Some mobile app managers provide additional enterprise app store functionality, helping developers with tasks software testing and version control. Many mobile app managers can compare mobile device types, ownership, users and groups with IT-defined policies, determine which mobile apps should be provisioned when a new device is activated (or reset and then re-registered). Required private applications can be pushed (OTA) to the device; Required public applications may trigger a notification (user request) to complete the installation within a specified time period or before the device is deemed fully active and compliant. Along with software distribution, mobile app managers can help by configuring app settings or providing application profiles and credentials necessary for operation and access to enterprise application services. For example, a mobile app manager that uses a third-party mobile VPN or messaging client can also install the certificate, login, or password required for enterprise authentication. Most mobile app managers can help IT determine which devices and users have installed each app plan and version. Usually this kind of information can be obtained through real-time queries and historical reports – for example, allowing IT to identify devices that need to be updated or users who have not followed the request to install the necessary programs. Some mobile app managers can proactively implement and enforce app policies – often referred to as app blacklists and whitelists. For example, a mobile app manager can create administrator alerts, user notifications, or quarantine mobile devices when a user installs a public app that is listed as black at risk from the Apple AppStore or Google Play. Mobile app manager to monitor business app usage – for example, by periodically retrieving mobile app connections, traffic, or error log files. Mobile app managers can use this data to report, alert, or make it available for help desk problem shooting. Mobile app manager also plays an important role in app deactivation and device deactivation. For example, the mobile app manager might be able to temporarily disable an app by deleting its provisioning profile. It can permanently disable enterprise applications by removing pre-installed application programs - but this action may be undesirable or even allowed for user-installed application programs, especially on employee-owned devices. In some situations, IT departments may prefer to backtrack on mobile device management commands such as remote wipe to delete all applications, authorization credentials, and data from lost or stolen devices. These are just some of the tasks that can help mobile app managers to do so on smartphones and tablets used for business. Note that MAM always focuses on enabling/deactivating software. However, this may involve setting certain device parameters, and the exact details usually depend on the type of mobile device and OS. As a result, many Enterprise mobility management implements MAM and MDM functionality, providing IT administrators with well-stocked toolboxes to meet a broad set of administrative and remote monitoring needs. Needs. Needs.

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