

The Microsoft Enterprise Mobility proposition

Customer challenges, partner
opportunities: A unified approach



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Why customers need to embrace enterprise mobility



What business and IT challenges are organisations struggling with today?

Never has user expectation been higher or change in the workplace more dramatic. The way mobile devices are transforming the world of work presents a massive opportunity for companies large and small, but they need to embrace change and drive innovation to succeed in this evolving business and IT landscape.

People want the freedom to work anywhere. They want to use a range of devices—whether personal or corporate—through which they expect easy and secure access to all their applications and data. And they want all of this now, without any hitches.

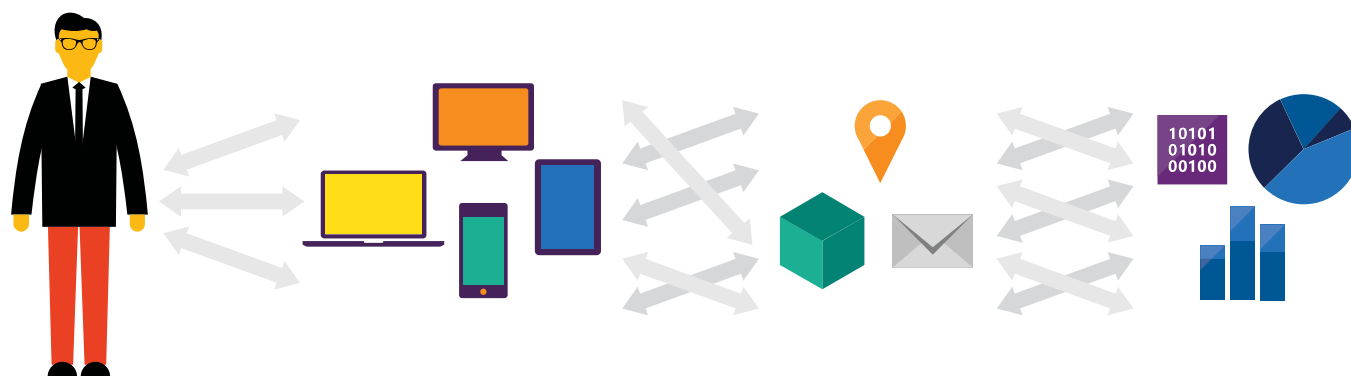
The organisation's challenge is therefore a considerable one: empowering the user, ensuring maximum productivity, and keeping corporate data secure. In this, the role of the IT team is key.

Empowering productivity anywhere and on any device

The assumption that productivity means being tied to a desk in an office no longer holds true. In fact, we're working in an era where mobility is the new normal. Users have access to a range of devices and they expect the transition between them to be seamless. The consumerisation of IT is driving a new type of productivity—one that surpasses what was possible before.

The proliferation of device forms and variety of platforms and apps that are now loved by users means expectations are high. For the organisation—and its IT team—the key to unlocking the potential of mobile lies in giving people reliable and secure access to corporate data across any device, anywhere. They choose when, where, and how—all IT needs to do is make it happen.

Today's challenges



Users

Users expect to be able to work in any location and have access to all their work resources

Devices

The explosion of devices is eroding the standards-based approach to corporate IT

Apps

Deploying and managing applications across platforms is difficult

Data

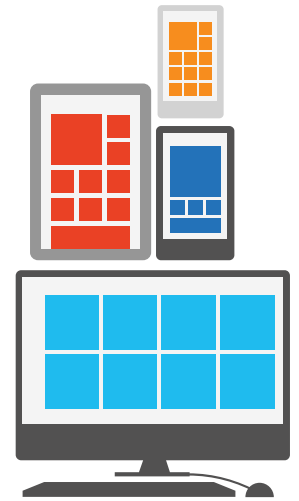
Users need to be productive while IT needs to ensure data integrity, maintain compliance and reduce risk

Unifying the IT environment

Firms need to define a common identity to allow users to access information on-premises, in the cloud, or even outside the organisation's network. One user, one identity, everywhere. The challenge for IT is managing user identity efficiently and providing a single sign-on experience for staff to help enable efficient working across the organisation. Getting rid of multiple different credentials reduces both risk and complexity.

29%

of today's global workforce uses 3+ devices, work from multiple locations and use many apps¹



Protecting data in the mobile world

This new mobility puts the age-old challenge of data security firmly on top of the priority list. With a range of devices, both personal and corporate, keeping data secure becomes even harder for IT administrators. They need to provide flexible user models while ensuring that data security isn't compromised.



67%

of people who use a smartphone for work and 70% of people who use a tablet for work choose the devices themselves²

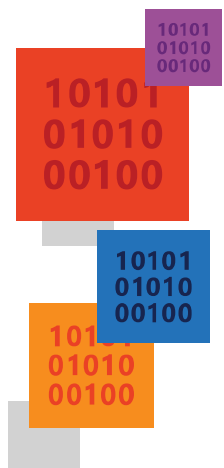


80%+

of employees admit to using non-approved software-as-a-service (SaaS) applications in their jobs³

Data leakage

resulting from device loss or theft is a top smartphone security risk⁴



How does the Microsoft Enterprise Mobility offering solve these challenges?

Our four pillars bring together devices, apps, and data, creating a modern IT landscape that enables users to innovate and be truly productive:

- **Hybrid identity**
- **Mobile device and app management**
- **Access and information protection**
- **Desktop virtualisation**

These four components deliver a single proposition to help customers address enterprise mobility challenges. Our solution builds on existing investments and reduces complexity for both the user and the IT team. Improved access to information? Better protection of corporate assets? Anywhere working on any device? Effective management of devices and identities? All of this is possible with the Microsoft Enterprise Mobility Suite. No gaps or integration issues, just one vendor and one end-to-end solution that consists of:

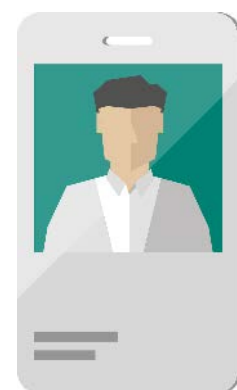
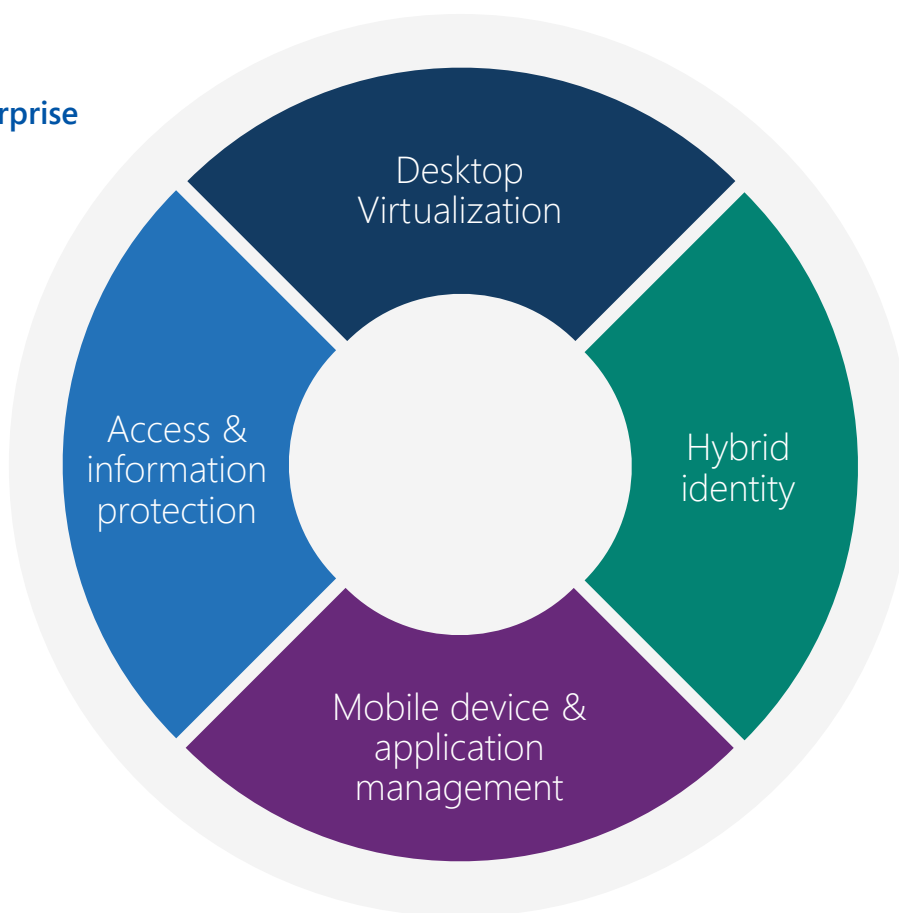
- **Microsoft Azure Active Directory Premium**, a comprehensive identity and access management cloud solution that provides a robust set of capabilities such as self-service password reset, multifactor authentication, group and user management, and security and audit reports.
- **Microsoft Intune**, which offers mobile device settings management, mobile application management, and selective wipe through the cloud.
- **Microsoft Azure Rights Management** provides the tools for staff to connect to on-premises assets while giving firms the peace of mind that sensitive information is protected.

Did you know that **Microsoft System Center Configuration Manager** for PC and server management integrates seamlessly with Microsoft Intune? It's not part of the Enterprise Mobility Suite, but allows IT to effectively manage all employee devices with a single tool and unified dashboard.

Empowering enterprise mobility



Enable your users



Protect your data

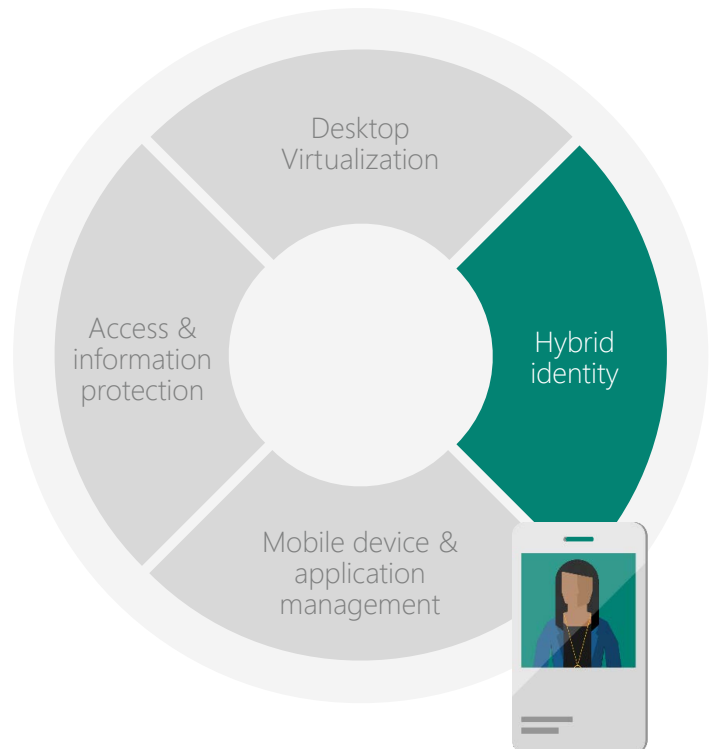
Hybrid identity: Secure, unified access

This is the core of an efficient workforce. Firms need to provide a single identity for users—one that works across both cloud and on-premises assets—to keep employees productive. The IT team can use Identity Federation and single sign-on to give staff one set of log-in credentials and passwords. Efficiently managing user identity in this way not only saves time for the IT department, but it also saves time for users. If they forget a password, they have the ability to reset it themselves, without making a call to IT.

Managing personal devices in the workplace is also easily addressed by the IT team. They can validate that devices connecting to the network are owned and controlled by individuals with the appropriate credentials. Multi-factor authentication provides an extra layer of protection, ensuring that security is tight.

As part of the Microsoft Enterprise Mobility solution, hybrid identity enriches the user experience through a single, unified identity that works across environments. IT gets an effective management solution and the business reduces complexity and risk.

One user. One identity. Everywhere.



- Single sign-on
- Self-service experiences
- Common identity
- Conditional access
- SaaS applications



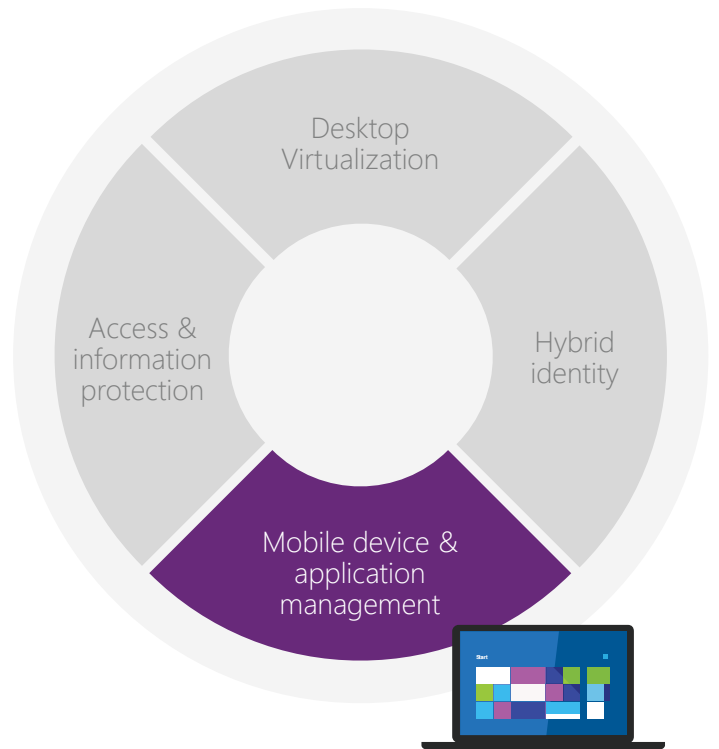
Mobile device and app management: Simplicity and choice

The consumerisation of IT has brought about a real change in workplace dynamics. Increasingly, users expect to be able to use their personal devices at work, posing significant device-management challenges for the IT team. But establishing solutions for corporately owned devices is a world away from managing the array of personal devices that users bring into the workplace.

Giving users the freedom to choose is vital—the task for IT is enabling that choice. Through Microsoft Intune, which can support virtually any device on any platform, IT can ensure that the user experience is not impeded. Moreover, staff get a degree of control over their own devices. IT sets the policies based on user identity, and the employee then enrolls his or her device and accesses apps that are approved and enabled by the IT department. IT maintains control. Users get the choice. Everyone wins.

The IT department can also selectively wipe devices of corporate information if a device is lost or stolen, or if a member of staff leaves the company. This gives firms the peace of mind that the IT team can keep corporate data safe through easy management of devices.

Device choice. Simplified management.



- Consistent user experience
- Simplified device enrollment and registration
- Single console to manage devices



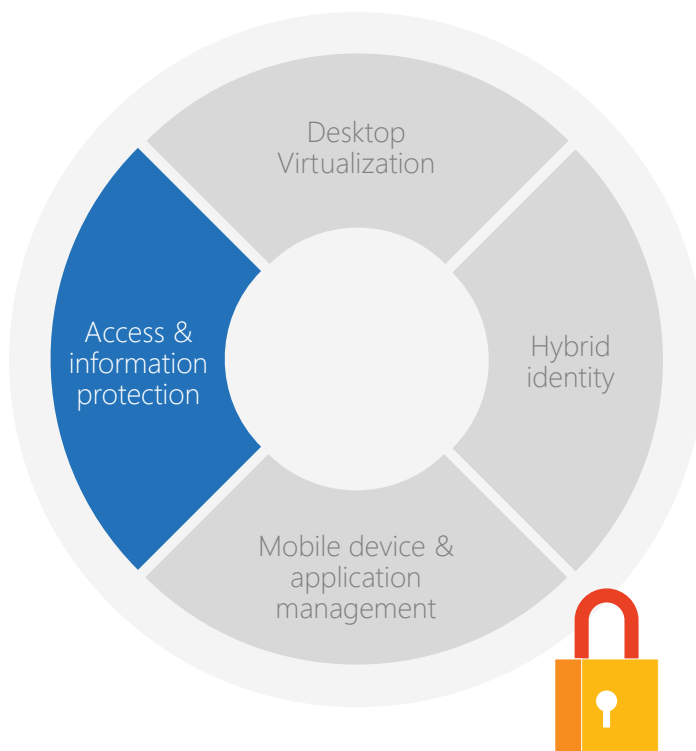
Access and information protection: Protected from anywhere

Once a firm has solved the challenge of how to get data to the right hands, the next step is trying to keep it out of the hands of the wrong people. Maximum user productivity, minimum security risk—this is the balance the IT team needs to strike.

Breaches of security are a big problem for any business, and dealing with the proliferation of devices requires IT to take control. IT can give users access to corporate applications and data on their devices wherever they are, but they can also control access based on the user's identity, the device being used, and whether the user is inside the corporate network or connecting from an external location.

Getting users to register their devices for single sign-on gives IT control while allowing employees to have access to the corporate data they need to do their jobs. With just 'trusted' devices allowed to access the corporate network, IT has a much better chance of ensuring that data is secure and the business is protected against security risks.

Right info. Right person. Right device.



- Dynamic Access Control
- Rights management
- Secure access to work files

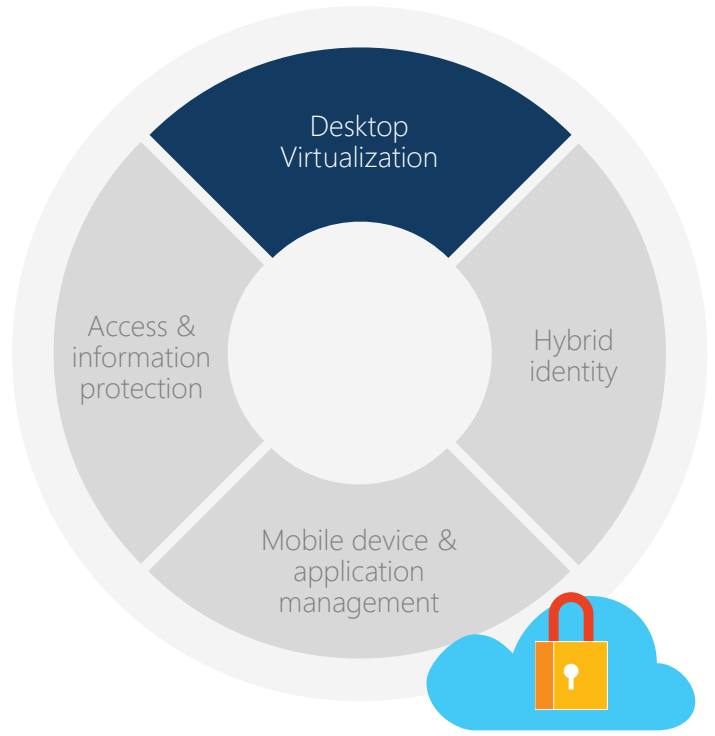


Desktop virtualisation: Enhanced security and flexibility

Microsoft Desktop Virtualisation is the answer to the question of how IT can deliver the right applications to the right users while maintaining corporate compliance and keeping the network safe. In terms of IT, the virtual desktop infrastructure (VDI) solution means even more control, providing a locked-down user experience on any device, through the cloud. The IT department manages who can do what through setting profiles and user permissions.

Through the Microsoft Desktop Virtualisation solution, the IT department is empowered by being able to centrally administer and manage desktops, protect the company against loss or leaks of sensitive data, and reduce the time it takes to deploy applications and updates. For the user, the experience is seamless. They can access corporate apps and data from either their on-premises architecture with Windows Server or from the cloud with Azure RemoteApp. A rich experience with maximum control and security.

Flexibility and protection



- Rich user experience
- Efficient management
- Information protection



Microsoft Enterprise Mobility: Inspiring customers, inspiring the market

What do our customers say?

Our unified approach is helping our customers embrace change head on. With Microsoft Enterprise Mobility, new ways of working empower users, boost productivity, and deliver competitive advantage. Here's how.

Aston Martin

A British manufacturer of luxury sports cars, Aston Martin uses Microsoft Intune, Microsoft System Center 2012, and Active Directory Domain Services as part of its integrated management solution. Microsoft Enterprise Mobility technologies enable the Aston Martin IT team to run management tasks on laptops, tablets, and mobile phones either through the cloud or on-premises—providing its employees with secure, reliable computing on any device.

"To represent the company in a manner befitting our luxury brand, remote employees need their laptops, mobile devices, and smartphones to work 100 percent of the time. That's why we use Microsoft Intune." – Daniel Roach-Rooke, IT Infrastructure Manager, Aston Martin

Shropshire Council

Facing budget constraints, Shropshire Council needed to reduce costs while maintaining services. It turned to the Microsoft Enterprise Mobility Suite to free employees from office- and paper-based routines by using devices in the field. IT uses the suite for identity and access management and to help secure the devices and their data. The council expects the suite to help it save a targeted £500,000 in IT Service for 2015–2016.

"We saw the Microsoft Enterprise Mobility Suite as the foundation for supporting Shropshire Council's transformation into a more productive, agile, and cost-effective organisation." – Barry Wilkinson, Information and Communications Technology Manager, Shropshire Council

Foxtons

Real estate agency Foxtons equipped its employees with smartphones to enhance their mobility and boost sales and service. With the cloud-based Microsoft Intune console, IT staff have a central platform through which they can remotely manage and secure the devices. The solution plays a vital role in enabling the connected mobility that helps employees maximise productivity and deliver the firm's business goals.

"By adding Microsoft Intune to our environment ... We can deploy, secure, and manage mobile apps that staff use to move faster than the competition and drive business." – Gurdip Kundi, Senior Systems Engineer, Foxtons

Mitchells & Butlers

Mitchells & Butlers runs popular restaurant, pub, and bar brands across the UK. It chose Microsoft Intune and Microsoft System Center to remotely manage staff mobile devices across 1,600 establishments, helping to improve customer service, increase efficiency, and reduce costs.

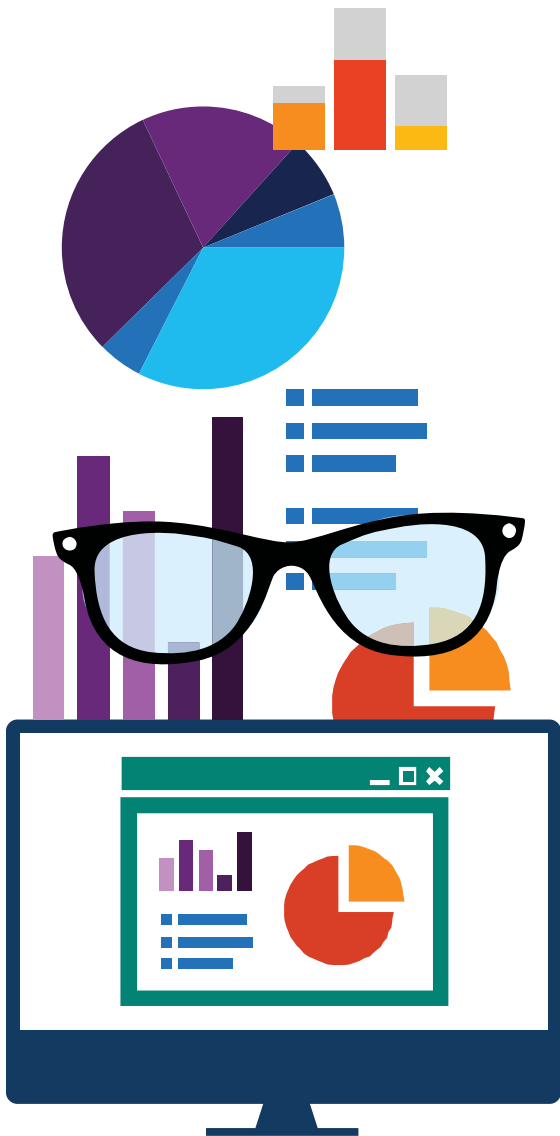
"By using the hybrid model of Microsoft Intune and System Center Configuration Manager, we can remotely manage a total of 15,000 corporate and mobile devices with only a small team." – Andy Turner, Technical Lead, Infrastructure, Mitchells & Butlers

See more [Microsoft case studies](#) here to find the success stories that match your customers' needs.



What does the market say?

Not only have customers adopted and benefited from Microsoft Enterprise Mobility solutions, but we've also received market recognition for our comprehensive approach:



"Microsoft has done a good job of understanding the problem set, and delivering a solution that covers the breadth of those different use cases. The all-in pricing and fullness of the offering make EMS a positive development in the identity and mobile management space."

Forbes.com⁵

"Microsoft is making enterprise solutions that more easily, efficiently and effectively integrate Apple's iOS devices, as well as Android devices, including those sporting Samsung's KNOX security platform. That's a winning combination of efforts for businesses smart enough to take advantage of both."

CIO.com⁶

"Intune as a standalone, non-integrated offering is hard to resist. It is priced competitively against other cloudy mobile device management offerings and a strong competitor against other desktop management tools. The larger EMS bundle is pretty neat. If you are an all-Microsoft shop – or all Microsoft except for the mobile devices – then the integration of all the bits and bobs is good."

TheRegister.co.uk⁷

5. <http://www.forbes.com/sites/benkpes/2014/03/30/microsofts-enterprise-mobility-suite-covering-all-the-bases-flexibly/>

6. http://www.cio.com/article/750992/Microsoft_Gets_Strategic_with_its_Enterprise_Mobility_Suite?page=3&taxonomyId=3081

7. http://www.theregister.co.uk/2014/06/26/microsoft_intune_review



Why partners should build a Microsoft Enterprise Mobility business



What is the market opportunity?

Partners that show leadership in Microsoft Enterprise Mobility will find a number of doors open to them, with significant revenue opportunities. It's a chance to use the skills your people already have, making the most of the training you've invested in and the knowledge you've gained as a Microsoft partner. It's also a great opportunity to extend from deployment services to managed services, generating long-term, on-going revenue and maximising the profitability of each customer relationship.

Microsoft partners are in an excellent position to steer customers through the challenges of delivering effective, secure IT to an increasingly mobile workforce. And just as the enterprise mobility opportunity is about extending your skills and investments, so it is also about extending what your customers already have into the cloud. As you'll see, the prospect for upselling existing Microsoft customers is huge. Of course, nothing these days is an easy sell, but building on existing investments is certainly a more convincing proposition than selling a standalone solution—especially considering the set-up costs and skills requirements that a new IT project such as this would entail.

Partners need to show the customer that their path to the cloud doesn't have to be expensive or involve upheaval of their current IT infrastructure. Quite the opposite. Enabling a mobile workforce can be achieved at low cost and in a secure way, while developing IT that is already in place. This is something that will resonate with all customers and is a strong line for partners to take when opening up Microsoft Enterprise Mobility conversations.

The statistics speak for themselves:

Triple-digit growth

Revenue for the Microsoft Enterprise Mobility Suite is currently driving into triple-digit growth in the UK⁸

20% growth

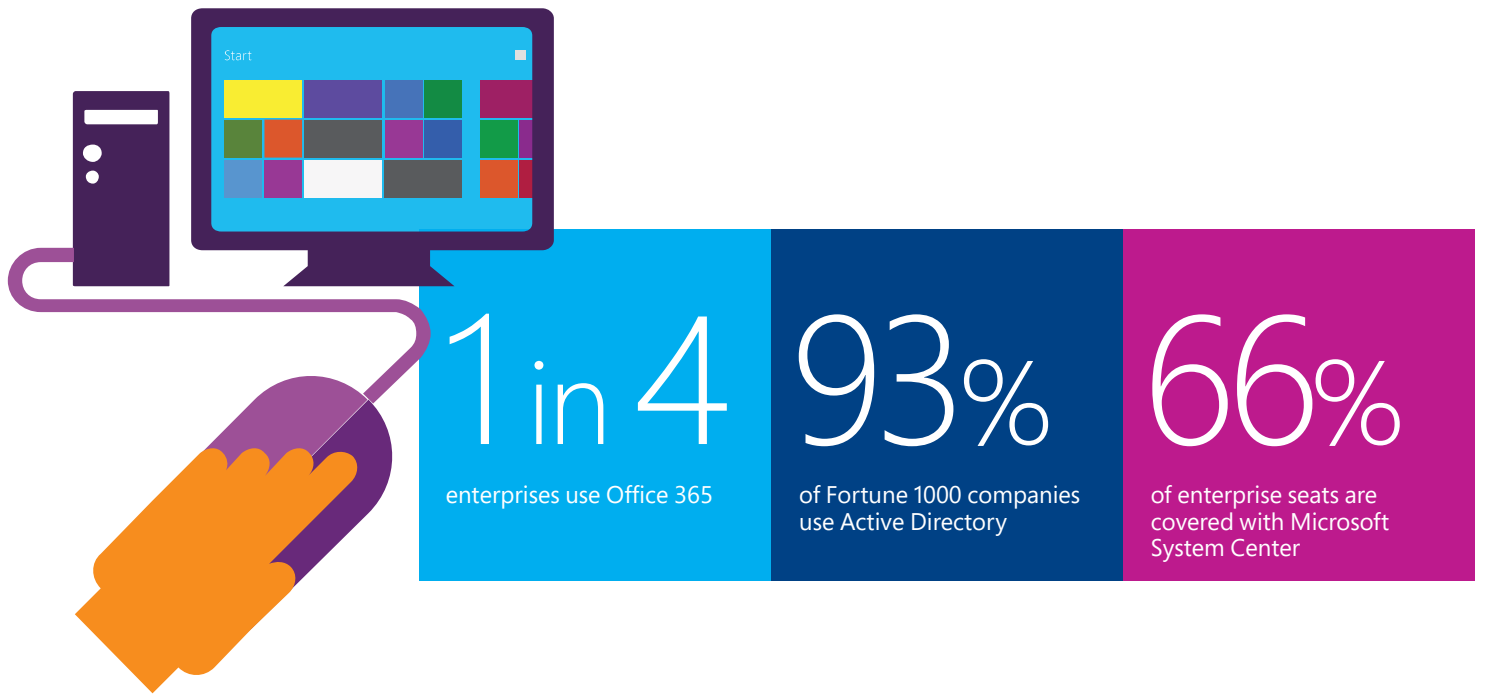
Tablet shipments in the Enterprise market, is expected to grow by more than 20 per cent year-on-year, for the next 2 years⁹

£1.8 billion

Together, the total UK addressable market for device management software and identity and security is estimated at £1.8 billion¹⁰



8. Microsoft estimate – 2015
9. Microsoft estimate – 2015
10. Microsoft estimate – 2015



1 in 4 enterprises use Office 365

Upselling current Office 365 customers—25 per cent of enterprises—to the Microsoft Enterprise Mobility suite should be a prime target for partners. A firm using Office 365 is already delivering software as a service (SaaS) applications to their users, so thinking about a mobility management solution should be the next logical step. Data security and device management will be at the top of these customers' agendas, so partners should tap-in to this and discuss how Microsoft Enterprise Mobility can help them build a secure, easy-to-manage environment.

However, the opportunity goes further than this 25 per cent. Enterprises that don't currently have Office 365 but are thinking about deploying it are a strong potential for cross-sell to the Microsoft Enterprise Mobility Suite (EMS) offering. These customers should be made aware of the benefits of deploying Office 365 in conjunction with a mobile enterprise management solution such as Microsoft Intune and extending the security of Azure Active Directory already included with Office365, to the more comprehensive Azure Active Directory Premium on offer with EMS.

93 per cent of Fortune 1000 companies use Active Directory

The majority of Fortune 1000 firms have already embraced the benefits of single sign-on through Active Directory. This means they understand the technology and how employees work better with one identity, everywhere. The move from here to the cloud, via Microsoft Azure Active Directory Premium, should be a natural progression.

Again, it's an issue that will be top of most enterprises' agendas—how to deliver secure identity management as easily in the cloud as on-premises. Presenting Azure Active Directory as the answer to this is an easy concept for these Fortune 1000 companies to grasp, because it provides the same functionality that 93 per cent of them are used to, just in the cloud.

66 per cent of enterprise seats are covered with Microsoft System Center

Customers currently managing devices on-premises using Microsoft System Center Configuration Manager represent a further significant opportunity. Partners should initiate conversations around how customers can extend Microsoft System Center to manage a whole range of devices—as well as the data that's travelling between them—in the cloud through Microsoft Intune.

Most customers already realise that they need a strategy for managing more than just their PCs. In light of this, the benefits of System Center and Microsoft Intune working together to form a single dashboard management view of laptops, PCs, and smartphones on any platform will be attractive to customers. These enterprises will be keen to capitalise on their existing IT investments, while at the same time progressing their cloud strategies—and doing so securely.

What value will Microsoft bring to your business?

We want our partners to be at the centre of their customers' journey to the cloud, which means giving you the right proposition and the right tools. It's a simple proposal: Enterprise mobility from one vendor, with one support contract, at a highly competitive price point. In a world where the workplace is changing rapidly and customers need guidance on how to cut through IT complexity, the Microsoft unified approach will resonate and be a valuable selling tool for partners.

With Microsoft, you can build a genuine, long-term engagement with customers, delivering an enterprise mobility offering that uses their current investments and meets their cloud needs in the most secure, cost-effective way.

Simplicity sells

There are other products out there, of course—lots of them—but the main message is that with a Microsoft end-to-end solution the whole procurement process is simpler. A large number of vendors doesn't mean better, it just means more complexity and greater TCO. Instead, opt for the simplicity of the Microsoft Enterprise Mobility Suite (EMS). It's the efficiency you need, in a single solution from one trusted vendor.

Other options in the market
Cloud and hybrid identity management Okta, Salesforce Identity, Ping Identity, Google, Amazon Web Services, Centrify
Mobile device & app management AirWatch, MobileIron, Symantec, Kaseya, Good
Information protection Adobe LiveCycle, FASCO, Seclore

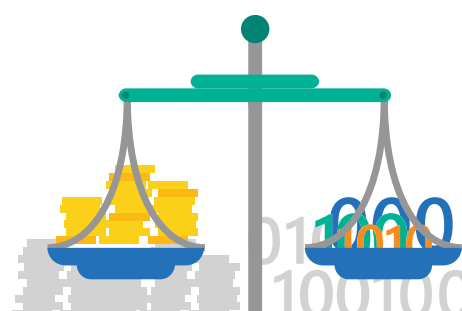
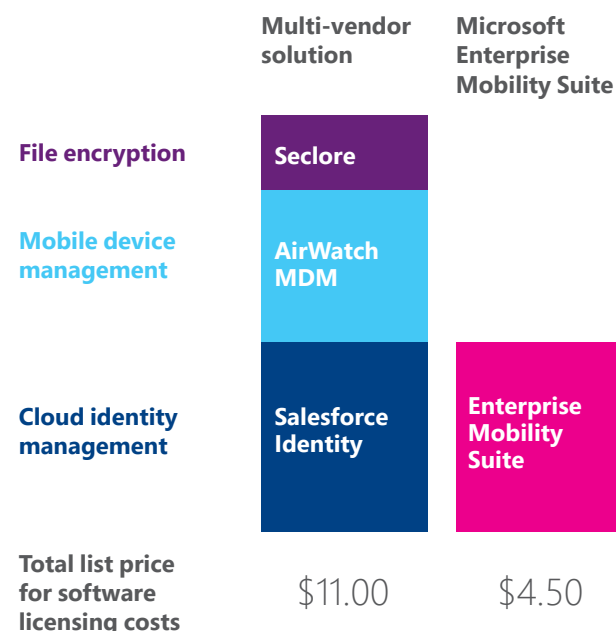
The one vendor, one contract, one SKU proposition is convincing for customers because they know that having a range of products from multiple vendors is expensive and time-consuming to manage. In addition to this, it comes with significant integration and resolves compatibility issues of point solutions.

Value above all else

With simplicity comes value. By taking a Microsoft unified approach, customers can make significant savings across their enterprise mobility environment. And given that cost-efficiency is more important to customers than ever, this is a strong selling point for partners. An integrated enterprise mobility solution from Microsoft removes both cost and complexity, and delivers increased customer value.

Microsoft solution value

Microsoft vs. competition - comparative solution licensing cost



What value will Microsoft bring to your business?

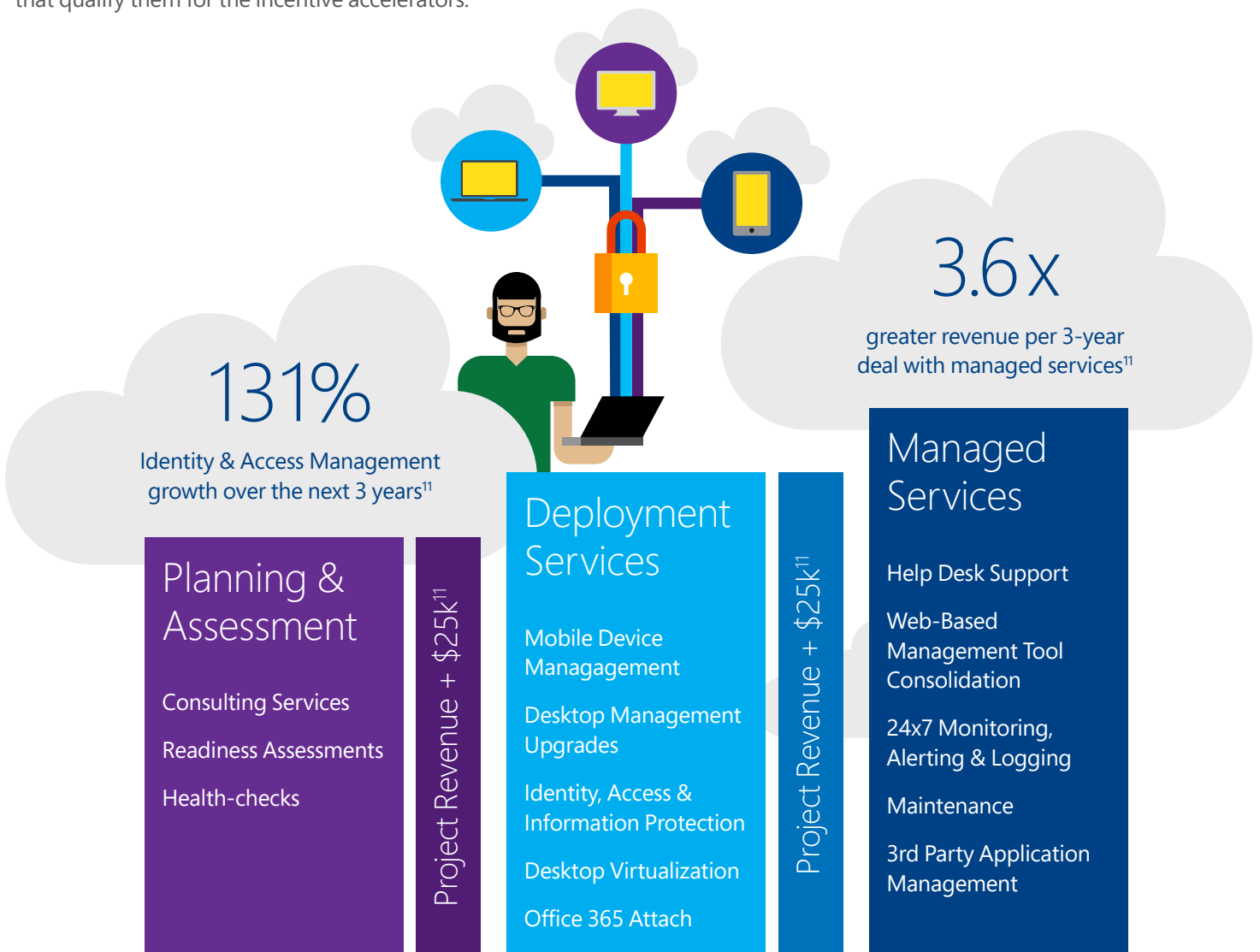
Investment in the partner network

We invest time and money ensuring that as a Microsoft partner you have all you need to succeed. With our technologies and a unified approach, you can deliver to your customers a confident enterprise mobility proposition, giving you a thriving, long-term business model. Through planning and assessments, deployment services, and managed services, you have a range of ways to expand your practices.

Microsoft invests heavily in sales tools and incentives to help you drive your prospects through the sales pipeline. When you look across the various products and programmes, the partner revenue as a percentage of year-one revenue is significant, especially for partners with the required competency levels that qualify them for the incentive accelerators.

If you then add proof-of-concept, EMS deployment, and EMS deal acceleration funding—as well as EMS deployment planning service days—partners can receive up to 87 per cent of the year-one fees for a customer sale and deployment.

Microsoft has a long list of programmes and resources for partners to leverage. From a comprehensive partner training programme and marketing collateral portal, to out-of-the-box customer demo environments that allow you to give potential customers real insight into the Microsoft Enterprise Mobility Suite.



11. Forrester Research, 2013 Mobile Workforce Adoption Trends, February 2013

How can Microsoft support you on your journey?

Become a Microsoft partner

If it's time to build your Microsoft Enterprise Mobility business, start with a strong foundation: join the Microsoft Partner Network and become an accredited Microsoft Partner. Choose from a range of competencies that match a variety of business focusses and customer needs. As a Microsoft Partner, you'll have instant access to a range of marketing and training materials, as well as valuable sales tools and the help of the Partner Support Community.

[Visit the Microsoft Partner Network here.](#)

Expand the opportunities with new accreditations

If you're already a Microsoft partner, boost your competitive advantage with valuable new skills and expertise.

Microsoft's integration of hybrid identity management, mobile device and application management, and access and information protection, is unique in today's marketplace. The proven Enterprise Mobility Suite solution provides a reliable and cost-effective technology platform to help customers reduce risk and infrastructure complexity, at a lower cost.

Attaining the Devices and Deployment competency aligns your business with this value proposition. It also helps you to deliver solutions based on Windows, Azure Active Directory, Azure Rights Management Services and Microsoft Intune, which will drive your customers to empower enterprise mobility across their organisations.

When you earn the Devices and Deployment competency, you will also gain access to valuable benefits, including:

- Internal-use software licences
- The potential of unlimited cloud-based support
- Technical and sales training
- Microsoft competency logo
- Prioritised listings in customer directories
- Microsoft partner incentives
- Technical presales support
- Product support
- Partner advisory hours
- Partner marketing centre

[Find out more about Microsoft's Devices and Deployment Competency program here.](#)

If you would like to register your interest in developing a Microsoft Enterprise Mobility business today, then you can connect directly with the Microsoft team at EM_Partners@Microsoft.com



According to IDC, partners receive approximately £200,000 in value from Microsoft Partner Network benefits. As a Microsoft partner, you can review your benefits statement to plan how to build your business more effectively, generate demand, increase sales, and retain customers.

