Insights and analytics by IBM MaaS360 with Watson

A cognitive approach to unified endpoint management to help transform your business

Highlights

- Tap into the vast potential of mobility by uncovering business opportunities hidden in a sea of data

- Reduce security risk exposure with education and alerts that are contextual for each IT environment

- Streamline IT operations to enhance workforce productivity

- Equip the business to make more informed decisions pertaining to mobility, IT budget and more

- Compare security configurations and endpoint data with your peers across similar industries, geographies and company sizes

- Measure your organization using security benchmarks based on current industry configuration data and best practices

Today's mobile landscape is very much a moving target. IT managers must keep track of all types of devices and platforms, hundreds if not thousands of applications and a threat landscape that changes by the minute. In this ever-changing environment, IT staff often find themselves drowning in mobile minutiae, overwhelmed by mountains of endpoint data but unable to extract meaning from it or make business decisions based on it.

The tactical challenge of keeping infrastructure and business data secure while keeping workers productive each day takes precedence. And even then, IT managers can find themselves choosing between security and productivity as they decide how best to spend limited time and resources.

Given the importance of mobile in differentiating today's businesses, it's more important than ever that organizations strike a balance instead of choosing between security and productivity. IT leaders need a way to unlock the vast potential of business value that mobility represents. With access to rich cognitive insights, organizations can now transition to a strategic approach that is specifically catered to them—informed by industry best practices, optimized for IT efficiency and personalized to the organization. IBM® MaaS360® with Watson® insights and analytics provides deep visibility into relevant endpoint data within the platform, granting actionable intelligence that can have a measurable impact on your organization.

Cognitive insights and analytics from IBM MaaS360 with Watson

What started out as mobile device management (MDM) evolved over time into enterprise mobility management (EMM)—technology that encompasses MDM as well as the capabilities for managing and securing mobile applications, content, collaboration and more. With cognitive unified endpoint management (UEM), MaaS360 delivers the next evolution, taking an approach that accounts for all types of endpoints, including smartphones, tablets, laptops, ruggedized devices, and devices designed for the Internet of Things (IoT), while empowering organizations to take advantage of the insights afforded by big data and analytics.

IBM is leading the charge into a new era for mobility with MaaS360 cognitive UEM, which now includes features of IBM Watson and is backed by the industry-leading security intelligence of IBM X-Force® Exchange. Insights and analytics from MaaS360 with Watson can help organizations usher in digital business transformation and accelerate the return on investment (ROI) from their mobile strategies by:

- Identifying and leveraging business opportunities
- Reducing endpoint security risks
- Increasing user productivity
- Boosting the efficiency of IT operations
- Equipping the business to make more informed decisions pertaining to endpoints, IT budget and more

The MaaS360 with Watson insights and analytics feature set includes three key capabilities:

- **Advisor** delivers actionable intelligence from structured and unstructured data that is contextual to your organization
- **Mobile Security Index** provides a publicly available mobile-security scorecard
- **Mobile Metrics** offers cloud-sourced benchmarking data and best practices to enhance productivity and maximize security

IBM MaaS360

With Watson™

MaaS360 with Watson offers the industry's first cognitive approach to unified endpoint management.

MaaS360 Advisor: Actionable intelligence, tailored to your environment

With Watson, MaaS360 Advisor is a powerful cognitive engine that provides contextual information based on industry best practices with relevant alerts on emerging threats. This action-able intelligence is sourced from both structured and unstructured data and is specific to your organization's industry, size and mobile environment.

Advisor provides insights and recommendations that empower you to:

- **Discover** best practices for user productivity, recommendations for IT optimization and potential security threats—delivered right to your MaaS360 dashboard
- **Define** what the insight is and why it is important for your organization
- **Assess** the impact of best practices or security risks to your devices, users, applications and more
- **Act** on the intelligence to unlock business opportunities or remediate security threats

Examples of insights you can expect from MaaS360 Advisor include:

- Best practices for security rules and policies
- Recommendations based on optimization models
- Policy changes based on recent threats and vulnerabilities from sources such as X-Force Exchange
- Visibility into specific at-risk devices
- Information on upcoming operating system (OS) releases and other significant changes
- Information on relevant security programs such as those for Samsung Knox, Apple VPP/DEP, Google Android and others

- Mobile application recommendations based on application use and sentiment analysis of the current application catalog
- Other recommendations based on insights gathered from peers in the same industry

Advisor leverages feedback mechanisms, learning models and automation to enhance productivity, increase IT efficiency and reduce risk exposure over time. It also provides templates to facilitate end-user notification and education.
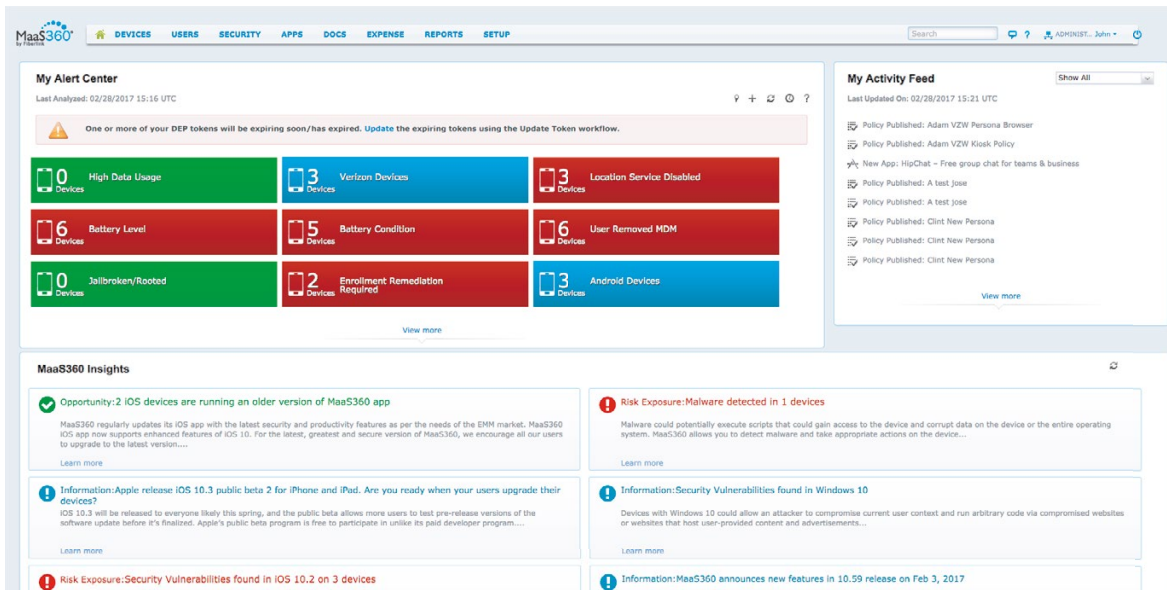
MaaS360 Advisor is a cognitive engine that provides contextual information and alerts.
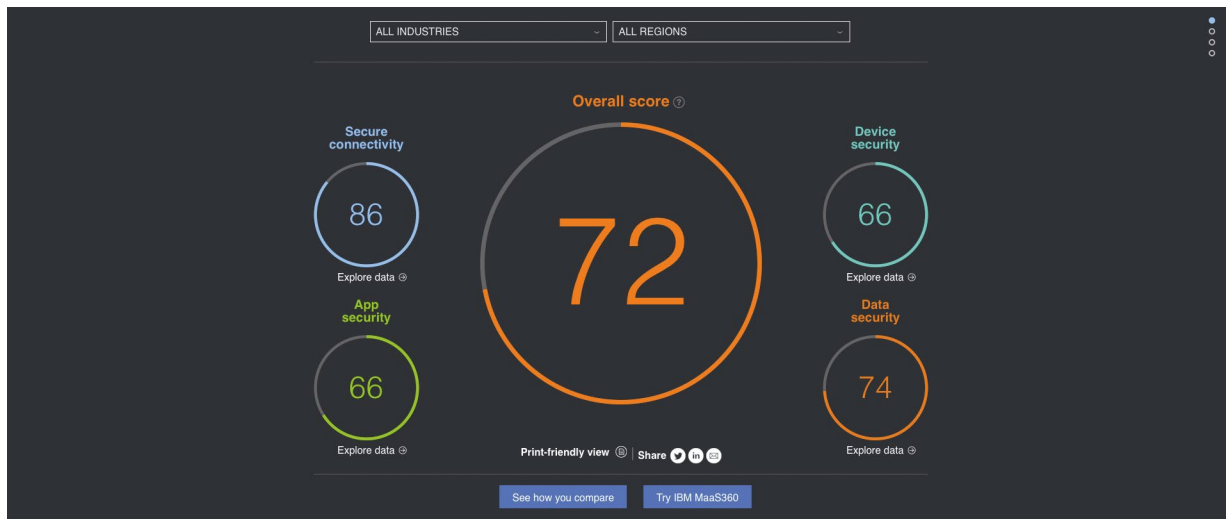
MaaS360 Mobile Security Index provides a customized mobile security scorecard.

Mobile Security Index: What's your current standing?

IBM MaaS360 Mobile Security Index is the industry's first publicly available mobile security scorecard. And because it is available at no cost to MaaS360 customers and non-customers alike, it will often be the first view organizations have into MaaS360 with Watson insights and analytics. This scoring index is designed to provide individuals with a mobile security benchmark for their organization based on current industry configuration data and best practices from more than 12,000 MaaS360 global customer deployments. In addition to an overall score, the Mobile Security Index provides scores across four categories:

- Secure connectivity
- Device security
- Application security
- Data security

Mobile Security Index also provides specific recommendations and best practices for improving the organization's overall security posture. To generate a score from the index, organizations need only to complete a brief online self-assessment—providing answers to a series of questions about their mobile security implementation. Those completing the assessment are queried on their organization's approach to mobile devices, platforms, applications and policies. You can determine your company's scorecard at www.mobilesecurityindex.com

MaaS360 Mobile Metrics delivers cloud-sourced benchmarking data and best practices.

Mobile Metrics: Benchmarking data and industry best practices

IBM MaaS360 Mobile Metrics leverages the aggregated data from more than 12,000 MaaS360 customer implementations worldwide to provide the industry's first cloud-sourced mobile benchmarking data. This data, which reflects a wide range of organization types and their mobile implementations, allows customers to compare their security configurations and usage data with peers across similar industries, sizes and other criteria. These metrics provide a clearer view into mobile environments, enable more informed decision making and give organizations a larger context for evaluating their security policies.

With data from thousands of deployments around the world, Mobile Metrics can also help organizations anticipate the adoption rates of new mobile applications based on the experiences of similar organizations.

Why IBM?

MaaS360 with Watson insights and analytics offers a distinct set of productivity, security and efficiency features made possible through technologies and intelligence available exclusively from IBM. These insights are informed by MaaS360 customer implementations, enabled by Watson and backed by X-Force Exchange.

MaaS360 UEM allows customers to maximize device and data security without compromising the user experience. IBM feeds data aggregated from implementations worldwide back into the MaaS360 product to continue the cycle of providing contextual and meaningful intelligence.

Watson is a cognitive technology that can analyze and interpret all types of data. Watson natural language, machine learning and data mining capabilities have been used to address a wide range of difficult problems, from cancer treatment decisions to weather forecasting.

X-Force Exchange is a cloud-based threat intelligence sharing platform that facilitates research on security threats, the aggregation of security intelligence and collaboration with peers. X-Force Exchange is supported by IBM X-Force, one of the most recognized security research teams in the world.

For more information

To learn more about IBM MaaS360, please contact your IBM representative or IBM Business Partner, or visit:
ibm.com/maas360

About IBM Security

IBM Security offers one of the most advanced and integrated portfolios of enterprise security products and services. The portfolio, supported by world-renowned X-Force research, provides security intelligence to help organizations holistically protect their infrastructures, data and applications, offering solutions for identity and access management, database security, application development, risk management, endpoint management, network security and more. These solutions enable organizations to effectively manage risk and implement integrated security for mobile, cloud, social media and other enterprise business architectures. IBM operates one of the world's broadest security research, development and delivery organizations, monitors 15 billion security events per day in more than 130 countries, and holds more than 3,000 security patents.

Additionally, IBM Global Financing provides numerous payment options to help you acquire the technology you need to grow your business. We provide full lifecycle management of IT products and services, from acquisition to disposition. For more information, visit: **ibm.com**/financing