

# Enterprise Mobility Management Made Simple

New Afaria Release Helps IT Manage a Complex Mobile Environment



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The benefits of having a mobile workforce are undeniable. Employees can quickly execute tasks, such as filling out travel expenses and looking up customer information, using their mobile phones, which improves worker efficiency and effectiveness. “Data on the go” empowers employees in the field, providing them with fast access to real-time shipping statuses and updated sales figures, for example. With so many potential business benefits, companies are encouraging employees to adopt mobile applications at a rapid rate. To do this, many companies are promoting the “bring your own device” (BYOD) practice (see sidebar below).

However, the IT organization is tasked with more than just managing mobile devices; they need a comprehensive, enterprise-wide strategy to oversee and protect the company’s mobile investments as a whole. Integral to such an enterprise mobility management strategy is Afaria, our mobile device and application management solution.

The latest release, Afaria 7.0, offers a new, simple, and intuitive user interface (UI) that significantly enhances the end user’s experience while reducing management costs for enterprise IT. From powering the consumer-like SAP Store for Mobile Apps to providing at-a-glance analytics to enable rapid business decisions, Afaria future-proofs a customer’s investment in mobile technology and provides the foundation for long-term innovation.

## Transform Personal Devices into Enterprise-Ready Devices

An important aspect of enterprise mobility management is security. As the number of personally owned mobile devices in the enterprise continues to grow, IT managers require a simple, automated way to quickly configure and secure them. Necessary functionality includes:

- **End-user self-service portals** to significantly reduce IT workload by allowing end users to enroll and manage their own devices
- **Application management** to keep the workforce productive through seamless delivery, updates, and security
- **Device security** to protect sensitive corporate data and leave personal data untouched
- **Telecommunication cost control** to reduce the overall mobile TCO through real-time data and early alert notifications

With the newly redesigned version of Afaria, IT administrators can be confident that all of these requirements will be met quickly, simply, and with enterprise-level security.

## BYOD Pros and Cons

A “bring your own device” (BYOD) policy can benefit companies by eliminating the need to purchase mobile devices for workers and transferring maintenance or replacement costs to employees. And workers can benefit by using the mobile devices they prefer.

But there can be drawbacks to this practice. In a study by the Aberdeen Group, 51% of surveyed companies stated that employees were permitted to access the corporate network and corporate email with any device, regardless of whether the device complied with company policy, putting the business at serious risk.\* And the various mobile phones available in today’s market are created by different manufacturers — Apple, Android, Samsung, Sony, Sprint, RIM, Motorola, and many more — each of which offer multiple mobile device models.

IT administrators responsible for overseeing the configuration and installation of a company’s mobile apps are tasked with effectively managing this complex environment.

\* Aberdeen Group, “Enterprise-Grade BYOD Strategies: Flexible, Compliant, Secure” (September 2011).

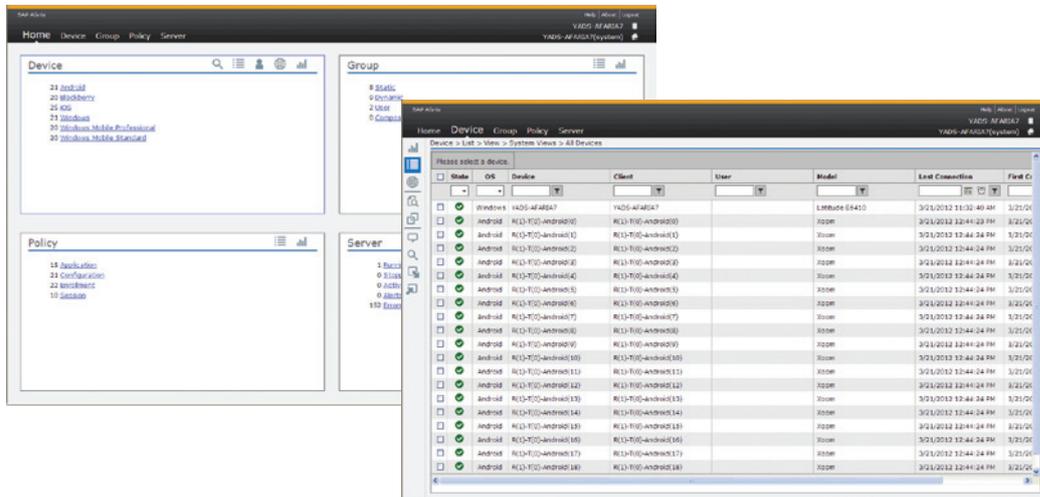


FIGURE 1 ▲ The redesigned user interface in the latest Afaria release

## Simplify and Streamline Administration

IT administrators face a hefty challenge: securely and efficiently managing the variety of mobile device types, networks, and applications in the enterprise. But now they can meet this need with the new Afaria release. Afaria 7.0 allows administrators to automatically configure and secure mobile devices from one central console or from a tablet on the go, providing the ultimate in flexibility. New features of the console include:

- **Redesigned user interface.** The new UI requires fewer clicks to perform critical functions, significantly enhancing a user's experience and simplifying tasks for both users and administrators (see **Figure 1**). This robust central console is HTML5 compatible and accessible on any Internet browser, such as Microsoft Internet Explorer, Google Chrome, Apple Safari, and Mozilla Firefox.
- **Web services application programming interface (API) layer.** This functionality provides customers and partners with a simple way to automate common tasks, saving critical IT man-hours.
- **SAP BusinessObjects integration.** Integration with SAP BusinessObjects solutions brings new dashboard apps with powerful, drill-down analysis capabilities onto tablets.
- **Simple, quick workflows.** Fast workflows streamline device provisioning, policy creation and management, and assignments and scheduling.
- **Administration on the go.** The Afaria console extends to the iPad, giving administrators the ability to have standard management functionality anytime, anywhere.
- **Telecommunication expense management (TEM).** TEM helps administrators gain cost control and predictability over mobile charges, such as international voice and data roaming.

## A Trusted Solution

Afaria's longtime presence in the mobile market has given SAP the knowledge and experience necessary to create a newly redesigned solution that is trustworthy and dependable. Stacy Crook, senior analyst for Mobile Enterprise Research at IDC, said:

"Afaria is a long-standing, mature solution that has evolved over the last decade into a comprehensive mobility management platform. With the latest release, SAP has completely revamped and streamlined Afaria's administrative console, significantly speeding up and simplifying mobility management for end users, IT managers, and managed mobility providers. These enhancements will significantly benefit customers as the app store model gains a stronger foothold in the enterprise and IT requires more simplified, cost-effective mobility management."

## Tackle the Future with Afaria

As enterprises continue to mobilize key business functions and allow employees to work anytime, anywhere via mobile devices, managing and securing these mobile environments has never been more critical. Afaria's new features can help IT administrators improve workflow and enterprise integration capabilities to securely and effectively manage complex mobile environments, allowing companies to truly benefit from the BYOD practice.

More importantly, the new release provides the groundwork for long-term mobility innovation, enabling your company to be nimble in the mobile future. Innovative mobile technology promises to revolutionize business, and Afaria ensures that you are laying the right foundation to handle any challenge the mobile revolution brings. Please visit [www.sap.com/mobile/mdm](http://www.sap.com/mobile/mdm) for more information. ■