

## Mobile Application Management

Mobile applications have become an integral part of the way your end users work. Given the proliferation of applications in the enterprise, IT must move beyond static app distribution to meet the app security, management and productivity requirements of organizations today. As the demand for apps rises, developers must have the tools they need to build secure apps, IT must have the control and visibility they require to manage the full app lifecycle, and end users must have seamless access and connectivity to the corporate resources they need.

AirWatch<sup>®</sup> Mobile Application Management allows IT to procure or develop, secure, dynamically deploy and manage applications while protecting end user privacy and driving app adoption. End users get the apps they need to be productive without compromising on privacy, and app developers can deliver the management and security features demanded by IT with their applications.



### About AirWatch by VMware

AirWatch<sup>®</sup> by VMware<sup>®</sup> is the leader in enterprise mobility management, with a platform including industry-leading mobile device, email, application, content and browser management solutions. Acquired by VMware in February 2014, AirWatch is based in Atlanta and can be found online at [www.air-watch.com](http://www.air-watch.com).

## Full App Lifecycle Management

### 1 Phase 1: Source or Develop

AirWatch provides flexibility to IT and your business to support all application types, including public, internal, purchased, web and virtual applications. Reduce the time it takes to get apps to end users by utilizing tools to streamline beta testing and distribution processes as well as the hand off between development, testers and IT.

### 2 Phase 2: Secure

AirWatch provides turnkey solutions to give administrators ultimate application security. Protect apps with either device or application-level policies. Native apps can be restricted, app whitelists and blacklists can be configured, access to corporate data can be disabled and use policies can be set. Advanced security and management capabilities can be added to internal apps with AirWatch containerization tools. Provide seamless integration with corporate networks through app tunneling.

### 3 Phase 3: Distribute

Deliver the right applications to the right people and provide an exceptional user experience with AirWatch. Enable administrators to push applications automatically when users enroll, manually push apps to enrolled devices at any time, and make applications available for on-demand installation in AirWatch® Catalog. Create smart groups to assign apps by ownership type, device platform, user group and more. AirWatch provides flexible management to fit your use cases, including a device, container or stand-alone AirWatch Catalog.

### 4 Phase 4: Manage

AirWatch enables intuitive app management with advanced administrative control features. Leverage AirWatch multitenancy and role-based access to delegate app management to different administrators. With AirWatch, end users can rate and review both public and internal applications. IT can view app inventory within customizable dashboards and track versions, status, ratings and more.

## Extensive App Ecosystem

The AirWatch app ecosystem consists of integrated solutions and strategic partnerships that enable your organization's next-generation mobile application strategies from development to deployment. AirWatch® AppShield features independent software vendors (ISVs), mobile application development platforms (MADPs), rapid app development platforms (RAD) and third party developers integrated with the AirWatch platform. AirWatch also offers a suite of enterprise apps built on the same common framework for devices, apps, content, email, browsing and more. Solutions for app reputation scanning, app testing, app analytics and performance management, MBaaS and build servers, are also provided to make development easier.

## Secure App Development

AirWatch extends core security and management capabilities required by organizations across their enterprise apps. These core app feature sets, including configuration, authentication, connectivity, data loss prevention and auditing, are provided through three different AirWatch solutions: the AirWatch® Software Development Kit, AirWatch® App Wrapping and AirWatch-sponsored Application Configuration for Enterprise (ACE) documentation.