

Cisco Enterprise Mobility

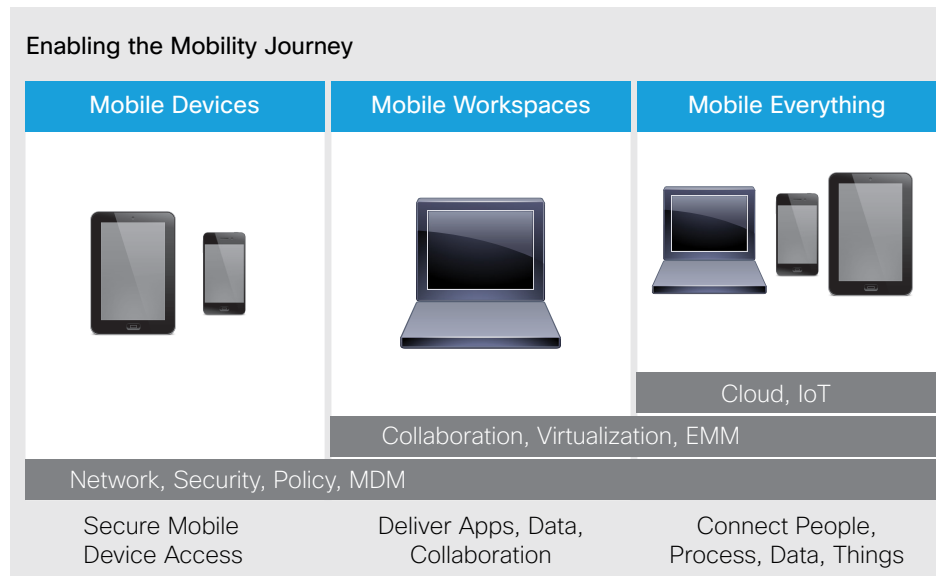


Overview: Integrated Solutions for New Ways of Working

Mary, an operations manager, flips open her personal tablet during her lunch break at the local food court. She takes a virtual tour of her company's factory floor and notes a few areas where she thinks she could speed up work flow. Once back at the office, she opens the latest reports on her laptop, then hosts a videoconference with her international team to go over current output numbers.

Meanwhile, down the street, consumers are strolling by a popular retail store. Thanks to advanced wi-fi and location services, the retailer identifies regular or prospective new customers. Potential customers that opt-in receive personal texts on their smartphones alerting them to discounts on merchandise if they stop in now. Many eagerly enter the store. Revenue increases by 10 percent.

Figure 1. Cisco Enterprise Mobility: Accelerating Your Mobile Journey from Mobile Devices to Complete Mobile Workspaces to Mobile Everything and Beyond.



These are just a couple of ways to help mobile employees be more productive and heighten engagement with your customers. And it's Cisco® Enterprise Mobility solutions that make such scenarios possible. Cisco and partner technologies combine to remove roadblocks to mobile integration so you can get the most from mobility regardless of the devices and operating systems your employees and your customers use.

Making the Most of Mobility

Many organizations today have set their sights far beyond “bring your own device” (BYOD). They're recognizing that mobility is moving beyond device connectivity to really empowering employees with consistent and meaningful mobile experiences. To let you get closer to customers. To do business better. All while reducing risk and exposure.

The next phase in mobility is proactive, not reactive. You can enter that phase – the strategic phase – now with Cisco Enterprise Mobility integrated solutions. They address both business-to-employee and business-to-consumer requirements while relieving you of the back-end integration headaches that have traditionally slowed enterprise mobility progress.

Empower Employees, Engage Customers

At any stage of your organization's mobility journey, Cisco can help you plan and build the mobility solutions you need to:

1. Integrate employees' mobile devices into the workplace quickly and securely
2. Extend secure access to business applications, communications and content to nearly anywhere, regardless of mobile device type and who owns it
3. Support new business models with mobile-enabled, personalized customer experiences
4. Speed mobile application roll-out and integration with back-end data and apps
5. Roll out mobility incrementally, at a pace that suits your organization
6. Securely control content access on mobile devices



The result is a comprehensive, modular portfolio of solutions:

- **Cisco Mobile Workspace, a business-to-employee (B2E) solution** that gives your mobile employees highly secure, easy access to a portable workspace environment from any device. They can consistently use business applications, communicate and conference, and access content from nearly anywhere. They become more productive and collaborative with co-workers, partners, and customers. The solution combines Cisco network, security, collaboration and data center technologies with partner enterprise mobility management (EMM) technologies to deliver a complete mobility solution. It can be deployed incrementally, built on three stand-alone solutions:
 - **BYOD.** Secure mobile devices on the network using Cisco WLAN, security and policy management technologies integrated with Cisco partners' mobile device management (MDM) software. Both on-premises and cloud managed options are available.
 - **Mobile Collaboration.** Extend your Cisco Unified Communications and conferencing apps to mobile devices and give users features and experiences consistent with what they get on their laptop.
 - **Desktop Virtualization.** Securely deliver Windows-based applications to any device via the data center, where app and data remain safely secured.
- **Cisco Connected Mobile Experiences (CMX), a business-to-consumer (B2C) solution** that lets businesses detect, connect, and engage customers over Wi-Fi. You can locate customer mobile devices, then send personalized, context-specific content to them, to advertise, educate, and inspire action. It's ideal for any location that serves individuals and communities, such as retail stores, hospitality venues, clinics, stadiums, and transportation hubs.
- **Cisco Enterprise Mobility Services Platform (EMSP), a software and services platform** that supports cross-environment mobile app development, management, and integration with back-end application and network data. It combines dynamic data from your enterprise systems with location and context awareness from your network infrastructure to help automate and accelerate business processes. Your mobile apps can take full advantage of network intelligence, so you can learn about and better serve your customers and enjoy additional data views and capabilities.

What Are the Benefits?

Cisco Mobile Workspace is employee facing, letting you:

- Accelerate mobile application and communications delivery by using a combination of native, virtual, SaaS and browser based models
- Improve IT control and security across network, mobile devices, apps, and data

- Simplify and accelerate designing and implementing mobility projects
- Provide a rewarding (and consistent) experience from device to device and location to location
- Meet employee expectations with more flexible work styles

Cisco CMX is customer facing, letting you:

- Increase customer interaction and engagement with real-time mobile applications
- Build customer satisfaction and loyalty with timely personalized information and promotions
- Increase revenue through personalized, third-party advertising and up-sell campaigns
- Improve operational efficiency by understanding mobile traffic and device location patterns
- Enhance product placement, improve floor layouts, and make your staff more effective

Cisco EMSP helps you pull all your mobile application needs together:

- Simplify and accelerate mobile app development across diverse platforms for faster time to market
- Reduce development and integration costs
- Improve efficiency, deployment, management, and distribution
- Build innovative mobile apps that take advantage of the intelligence in the network infrastructure

With Cisco, each step of the mobility journey brings you closer to reaping the rewards of the Internet of Everything (IoE). IoE combines mobility, security, and the cloud to accelerate innovation by connecting people with business processes, data, and things.

Why Turn to Cisco?

Only Cisco has integrated components of the best mobile and virtualization technologies for comprehensive mobility that extends to mobile employees, regardless of the devices they carry, and to customers and mobile app developers. Cisco offers unrivaled wireless, security and collaboration expertise, validated solution modules, services, and a full mobility roadmap to pull it all together. It has built an open, deep partner ecosystem, including technology leaders Citrix, MobileIron, VMware and Facebook to allow you to come to one place to simplify and satisfy all your mobility requirements.

Next Steps

For more information about Cisco Enterprise Mobility solutions, visit www.cisco.com/go/mobility.