

# Mobile Produktivität ohne Abstriche bei Sicherheit und Kontrolle mit AppSense User Virtualization

Wien, 20.02.2013

**AppSense GmbH**

**Ing. Mag. Markus Martinek**  
Country Manager Austria & Eastern Europe



- Founded 1999
- ca. 500 employees
- CEO: Darron Antill
- marketleader User Virtualization
- >4.000 customers, >350 Certified Solution Partner and >2 million users worldwide
- 53% grow in FY 2010 and FY 2011
- Offices in New York, Santa Clara, London, Manchester, Munich, Vienna, Paris, Oslo, Amsterdam and Melbourne





DAIMLERCHRYSLER



Raytheon



BARCLAYS



UnitedHealthcare



CRAWATH, SWAINE & MOORE LLP

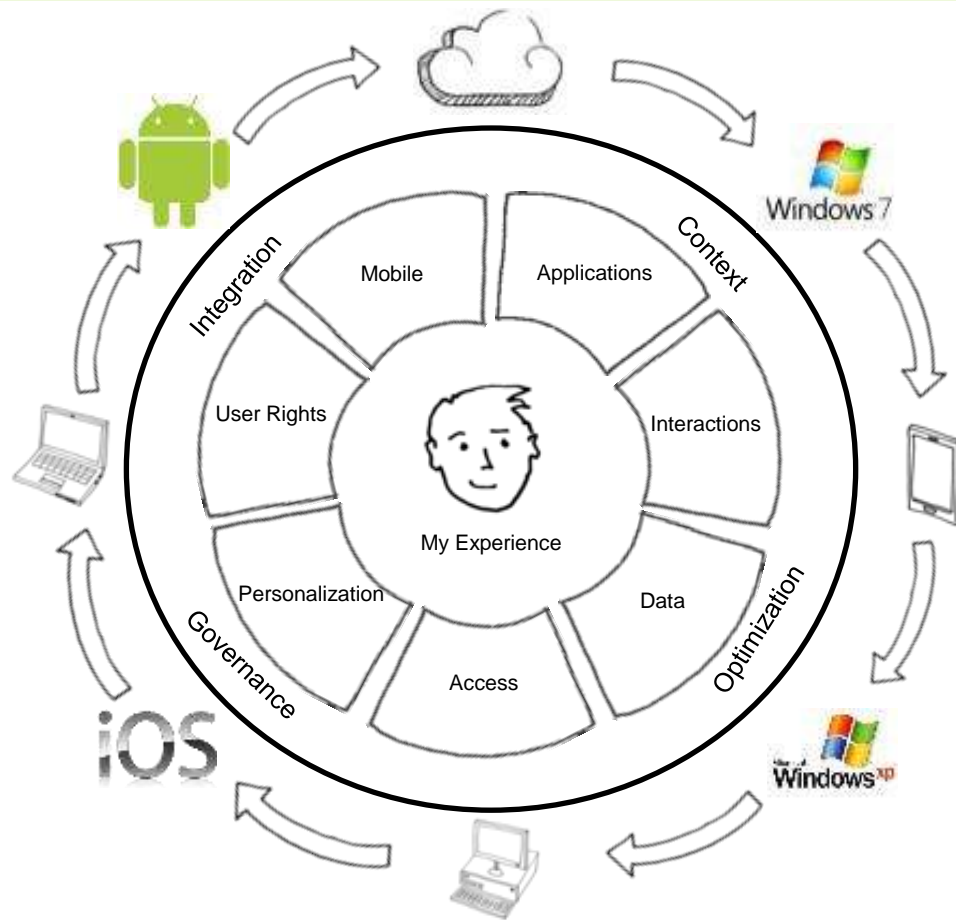


MITRE

# Customers in Austria

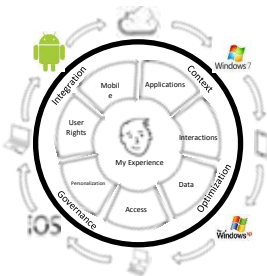


# The User Virtualization Platform (UVP)



# AppSense Offerings and Product Family

People-Centric Computing  
covers our whole approach.  
The donut represents all  
aspects of the user experience



User Virtualization Technology  
(3 product lines)



AppSense  
**DesktopNow**



AppSense  
**DataNow**



AppSense  
**MobileNow**

# Introducing Desktop Now...



## AppSense Environment Manager

- Centralized user management
- Policy + personalization
- User Profile Migration



## AppSense Application Manager

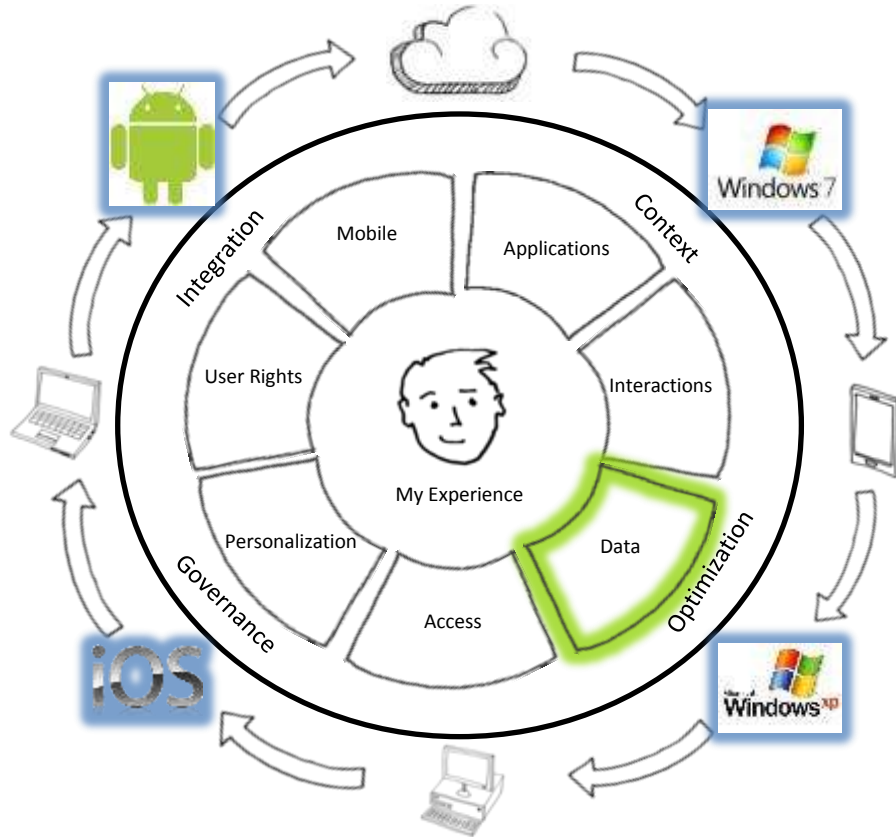
- User rights management
- Application Control
- Software License compliance



## AppSense Performance Manager

- System Resource entitlement
- Patented CPU Management
- Increased user density

# Managing the users Data...



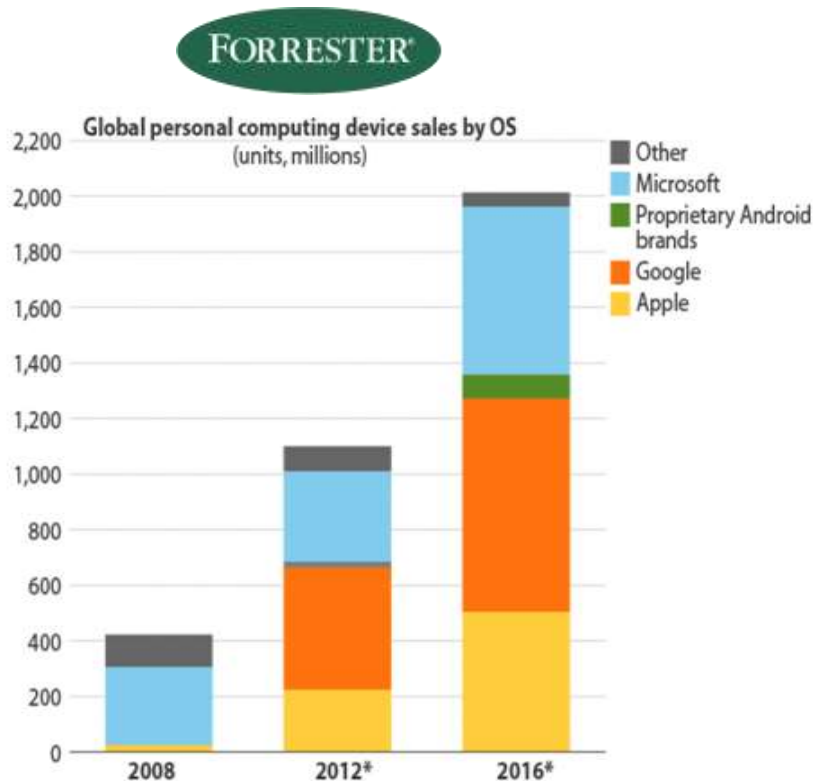


## *Data Leakage: The Next IT Security Nightmare*

**60%** of organizations have employees who move confidential data to Dropbox without permission, either “frequently” or “very frequently”

*Source: 2012 Confidential Documents at Risk Study, Ponemon Institute, July 2012*

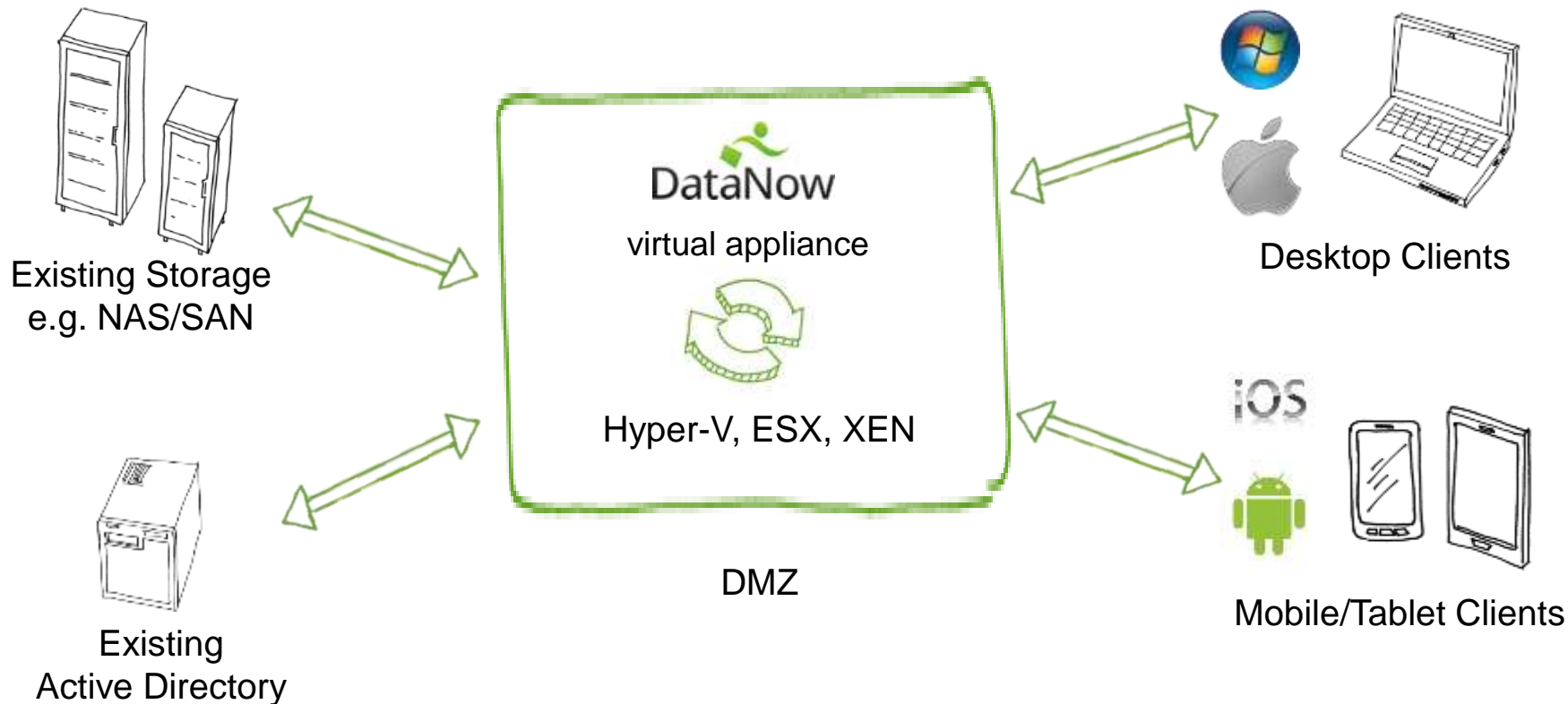
# Planning for a Mixed Platform Environment

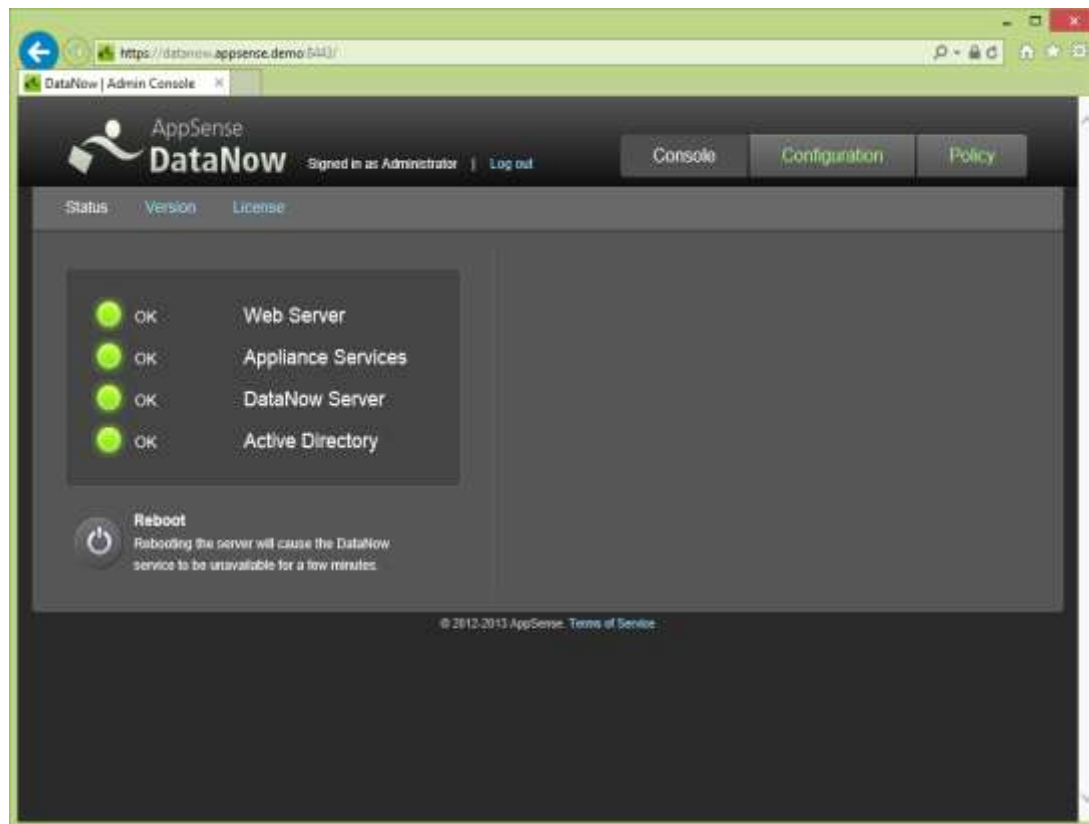


- Users already frustrated with VPN, mapped drives on Windows devices
- No concept of a mapped drive on Mac, iOS and Android
- More multi-device workflows increasing demand for data movement

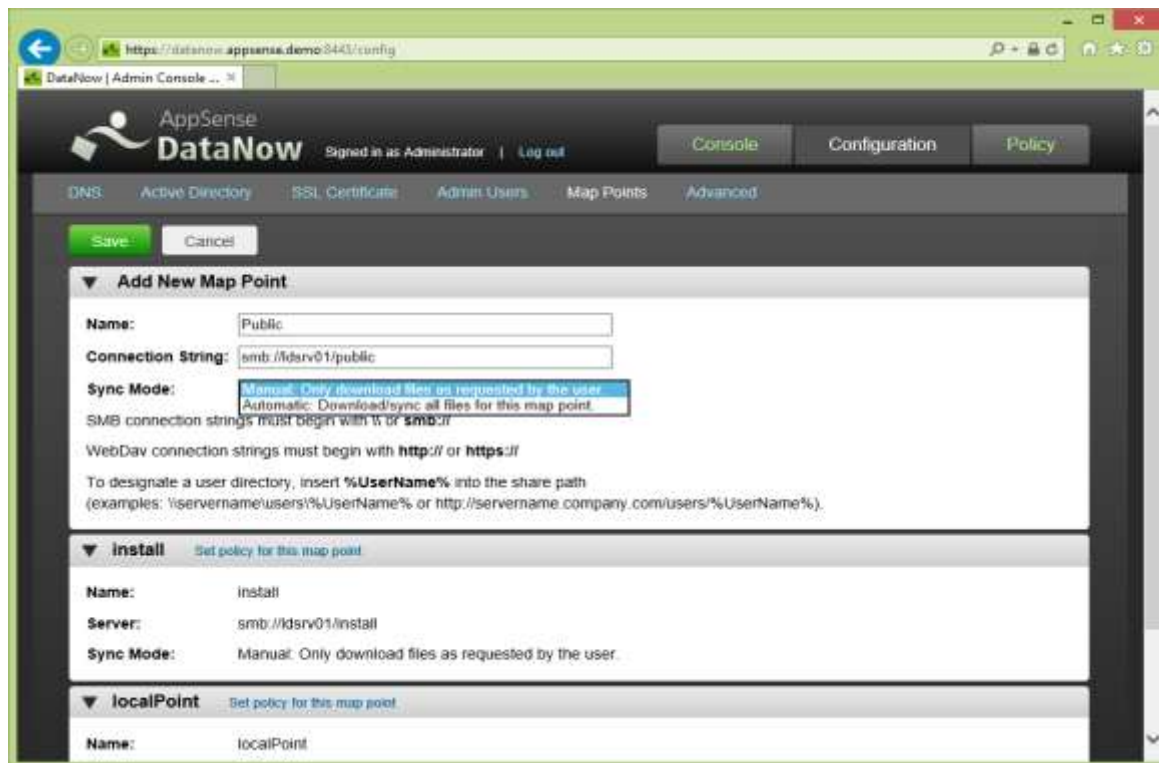
Source: "The Mobile Tsunami Reframes Windows as One of Three OS Players," Forrester blog, October 2012

# DataNow™ – Infrastructure





# DataNow - Screenshots



The screenshot shows the AppSense DataNow Admin Console interface. The browser address bar displays `https://datanow.appsense.demo:8443/config`. The page header includes the AppSense DataNow logo, the text "Signed in as Administrator | Log out", and navigation tabs for "Console", "Configuration", and "Policy". Below the header, a sub-navigation bar contains links for "DNS", "Active Directory", "SSL Certificate", "Admin Users", "Map Points", and "Advanced".

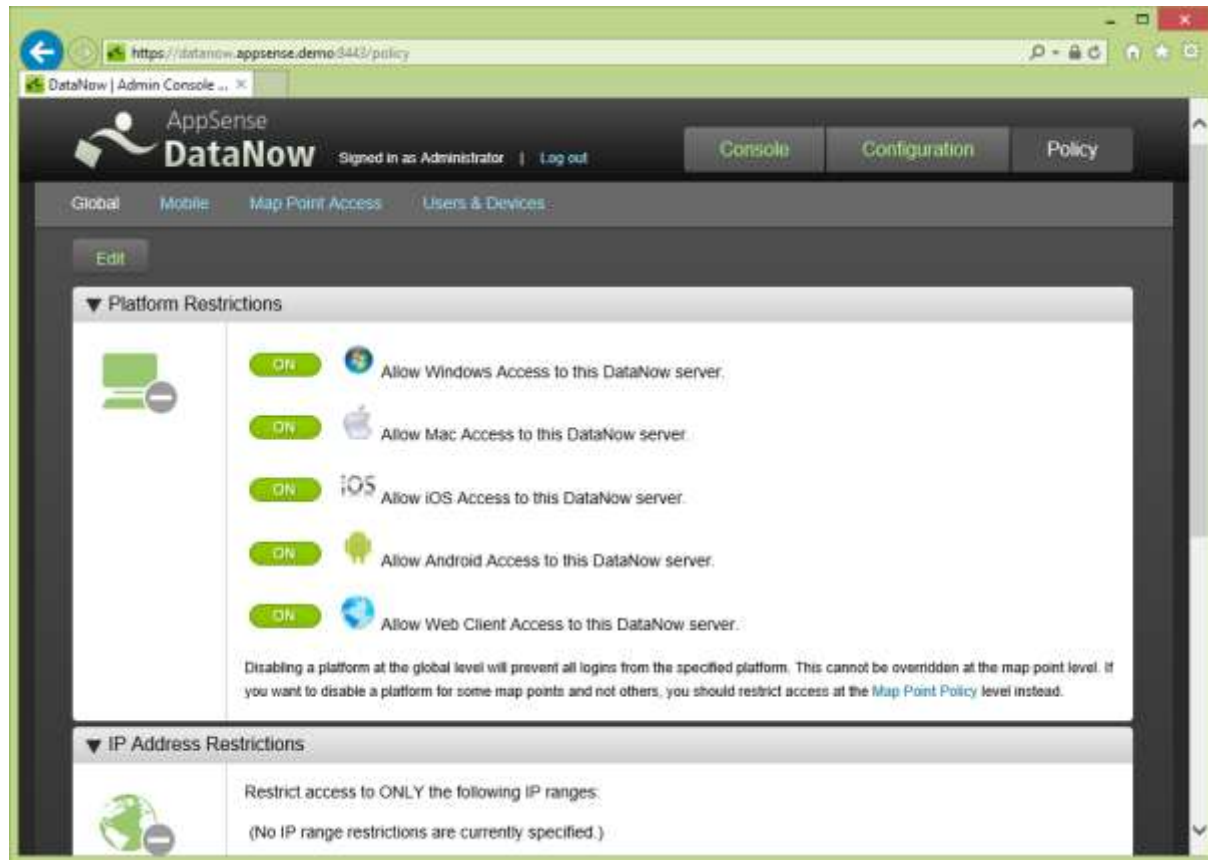
The main content area is titled "Add New Map Point" and includes a "Save" button and a "Cancel" button. The configuration form contains the following fields and instructions:

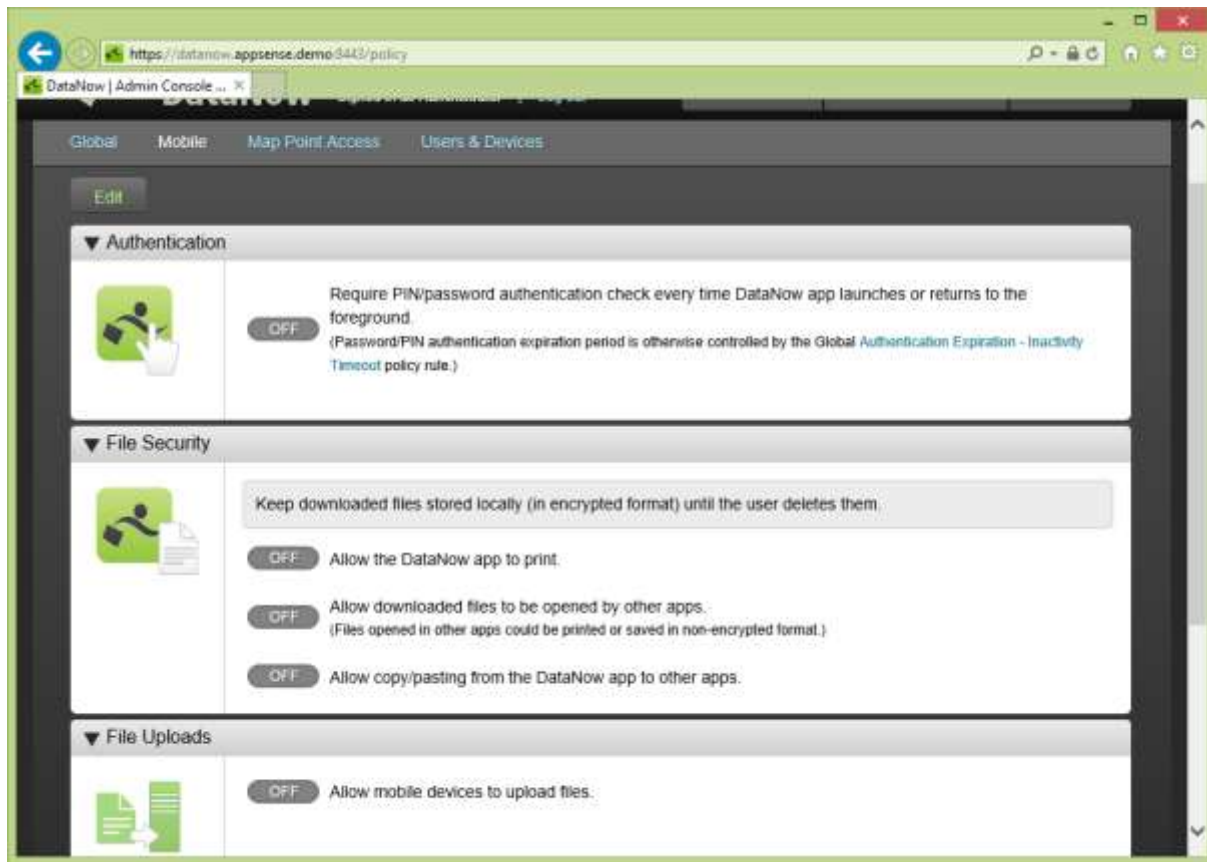
- Name:** Public
- Connection String:** smb://fsrv01/public
- Sync Mode:** Manual: Only download files as requested by the user. (This option is highlighted with a blue box in the screenshot.)  
Automatic: Download/sync all files for this map point.

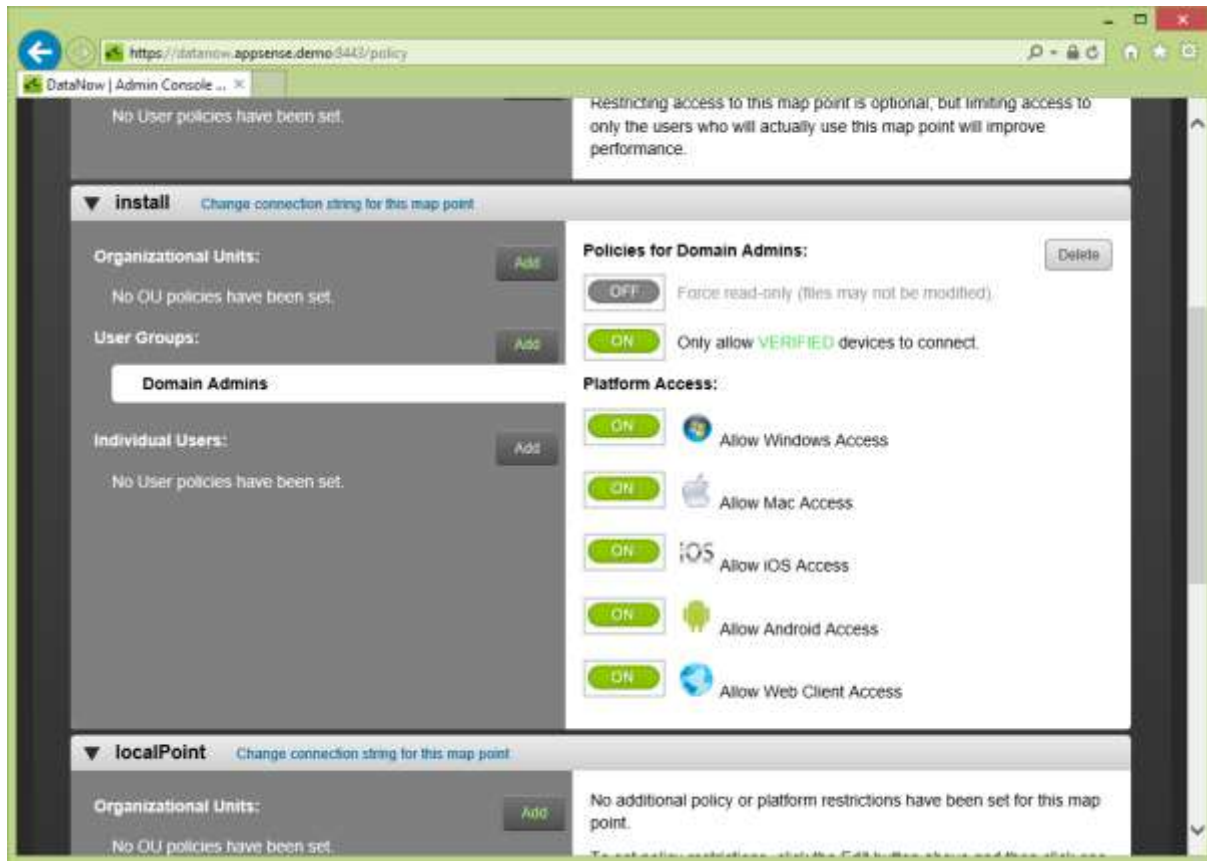
Below the Sync Mode selection, there are instructions: "SMB connection strings must begin with // or smb://", "WebDav connection strings must begin with http:// or https://", and "To designate a user directory, insert %UserName% into the share path (examples: \\servername\users\%UserName% or http://servername.company.com/users/%UserName%)." There is also a link "Get policy for this map point".

The form also includes sections for "Install" and "localPoint", each with a "Name" field and a "Get policy for this map point" link.

- Install:** Name: install, Server: smb://fsrv01/install, Sync Mode: Manual: Only download files as requested by the user.
- localPoint:** Name: localPoint









# DataNow - Screenshots

AppSense  
DataNow

Signed in as Administrator | Log out

Console Configuration Policy

Global Mobile Map Point Access Users & Devices

User/Device Status: All Users and Devices Platform Type: Show All Devices

User Name Matches:  Show Users/Devices

Remote Wipe User/Device Unlock User/Device Verify Device

<input type="checkbox"/> User Name	<input type="checkbox"/> Device ID	Type	Status	Last Activity
<input type="checkbox"/> buchhaltung@appsense.demo (Buchhaltung)	<input checked="" type="checkbox"/> 6FAFD2C3-C81F-4...		VERIFIED	1 day ago
	<input type="checkbox"/> web_192.168.10....		UNVERIFIED	1 day ago
	<input type="checkbox"/> web_192.168.10....		UNVERIFIED	1 day ago

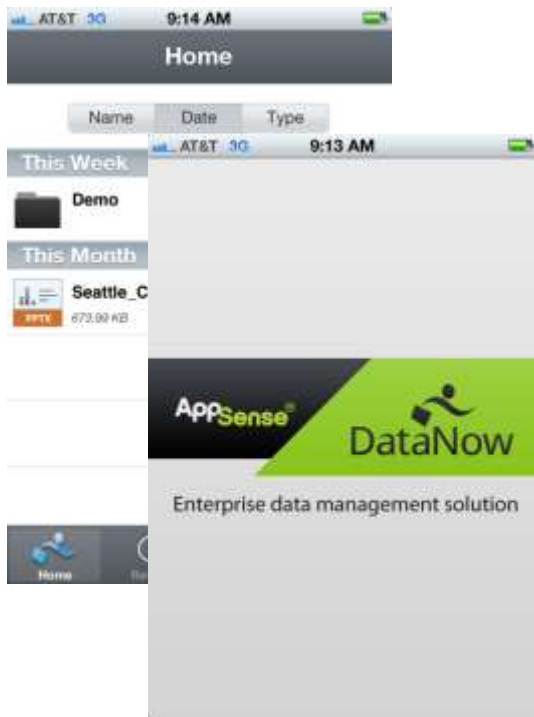
Remote Wipe User/Device Unlock User/Device Verify Device

© 2012-2013 AppSense. Terms of Service

## AppSense®

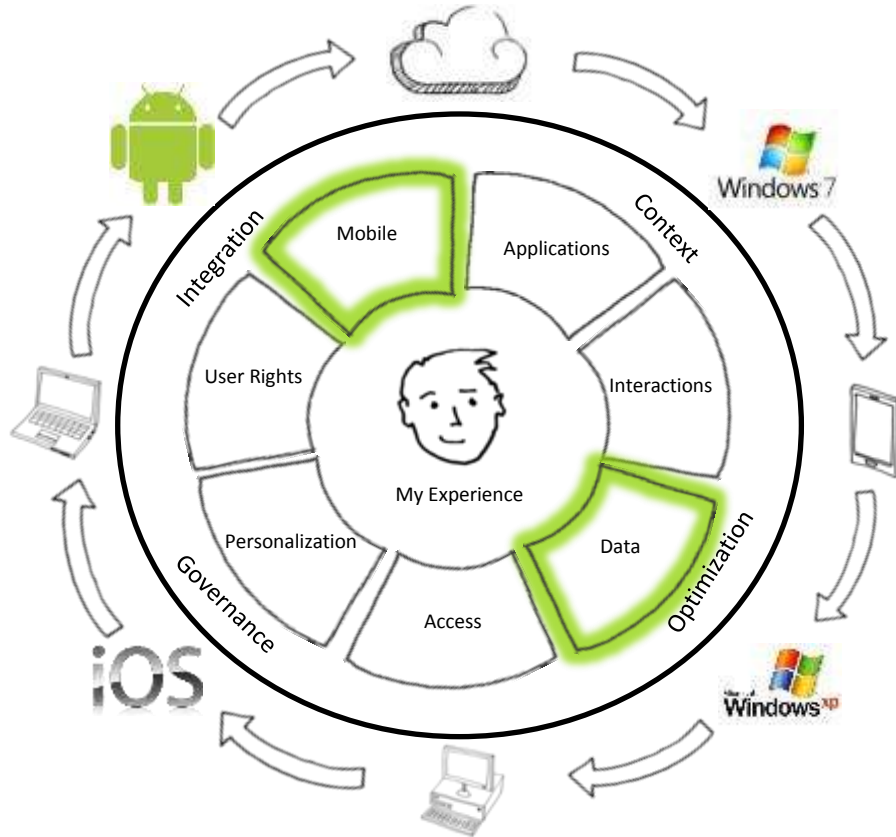


# Why AppSense DataNow for Enterprise Data



- Simple implementation with new changes to how you store data or provision users
- Unique on-premises approach overcomes common security / regulatory concerns
- Storage-agnostic approach – embrace the cloud on your terms
- Enterprise-focused policy and control
- Thought leadership that ends beyond data to mobile apps

# Managing the users mobile platforms, apps and data...



AppSense  
**MobileNow**

## Current Solutions

### Lockdown User Devices

- Architected for Expense and Inventory Management
- Coarse Device Level Controls Only
- No Personal/Work Isolation or Data Encryption

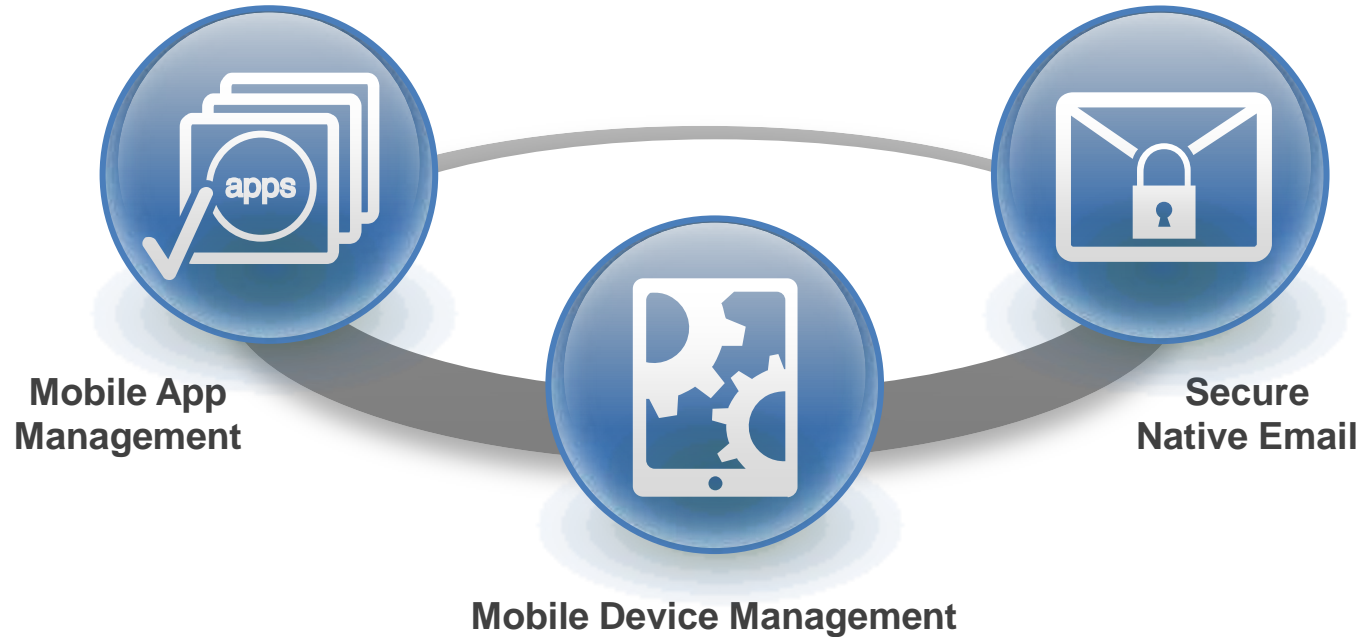


### Lockout User Apps

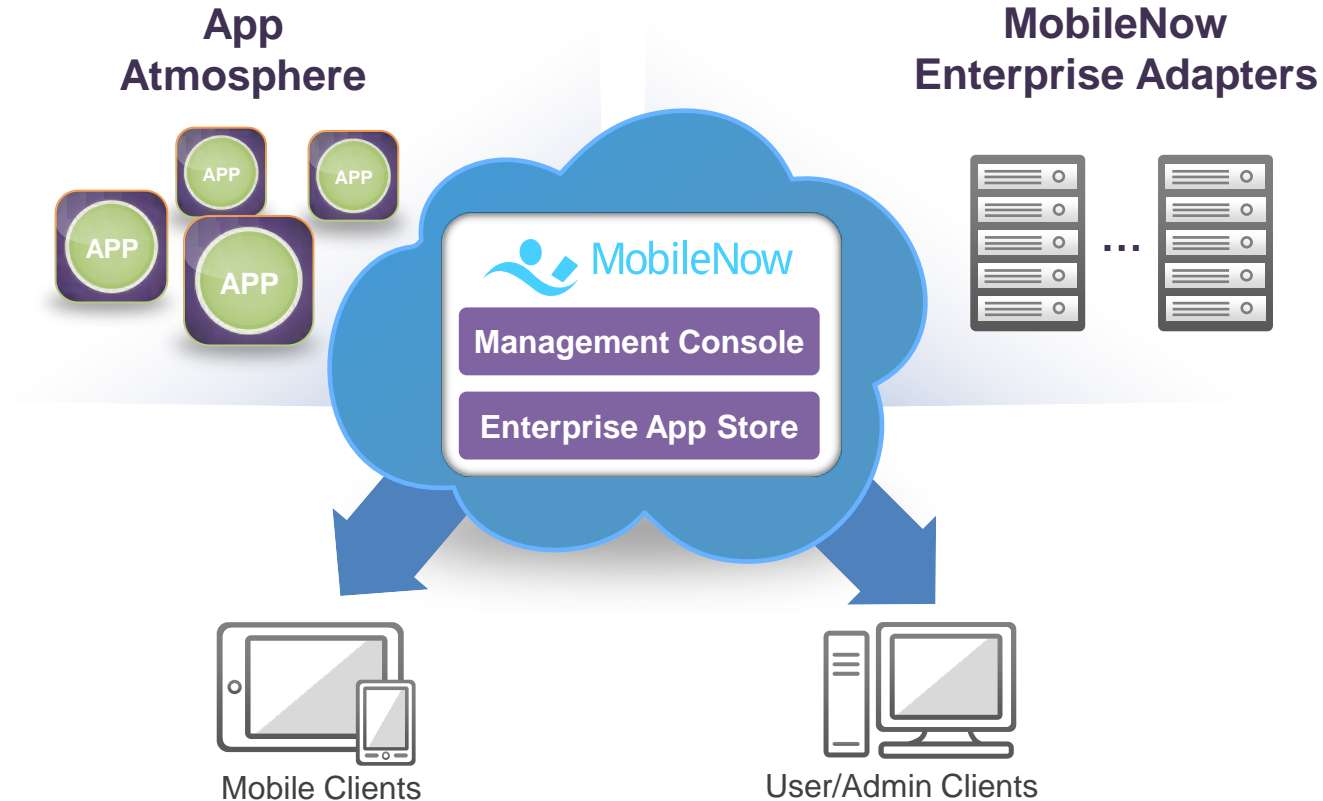
- Proprietary Apps Only
- No 3rd Party App Support w/o SDK
- Severely Degraded User Experience



# MobileNow is Next-Gen Mobile Information Management



# MobileNow is 100% SaaS and Cloud Enabled



# App and Data Containment





# MobileNow - Screenshots

The screenshot displays the MobileNow administration console in a web browser. The interface includes a left-hand navigation menu with options like Dashboard, Users, Groups, App Catalog, and Devices. The main content area shows the details for a specific device, JP\_iPadMini, which is an Apple iPad running iOS 6.0.2. The battery level is 30% and the status is 'Last Updated 2 hours ago'. A list of actions is available for this device, including Send Message, Unlock Business Apps, and Wipe Device. At the bottom, a map shows the device's location in Berlin, Germany.

**MobileNow** | Search | johannes.poeltl@appsense.com

**JP\_iPadMini** Last updated 2 hours ago  
[johannes.poeltl@appsense.com](mailto:johannes.poeltl@appsense.com)

Overview | Apps | Certificates | Status | Logs

**Model**  
Apple iPad

**OS**  
iOS (ver 6.0.2)

**Battery**  
30% (Unplugged, Good health)

**Status Last Updated**  
2 hours ago

**Actions**

- Send Message
- Unlock Business Apps
- Unblock Email
- Revoke Email
- Lock Device
- Wipe Device
- Revoke Business Apps and Wipe Data
- Update Status

**Location** (as of 2 hours ago)

14. Bezirk - Penzing

# MobileNow - Screenshots

The screenshot displays the MobileNow Admin web interface. The browser address bar shows the URL: `https://dash.appsensemobile.com/admin/?RAPTenant=dach#app-policy/view/162ee08-2ccd-4a23-bb5d-11653c2f1b3c`. The page title is "MobileNow". The user is logged in as "Johannes.Poeltl@appsense.com".

The left sidebar contains the following navigation items:

- Dashboard
- Users
- Groups
- App Catalog
  - Categories
  - MobileNow Market
- Devices
- Device Policies
- App Policies** (selected)
- Device Configurations
- Keystore
- Reports
- Events History
- SETTINGS
  - Email Templates
  - Group

The main content area shows a table of App Policies. At the top, there are buttons: "Save", "Edit", "Clone", and "Delete". Below these is a dropdown menu for "Action on idle timeout" with the selected option "Do Nothing".

The table has a header "Data" and contains the following rows:

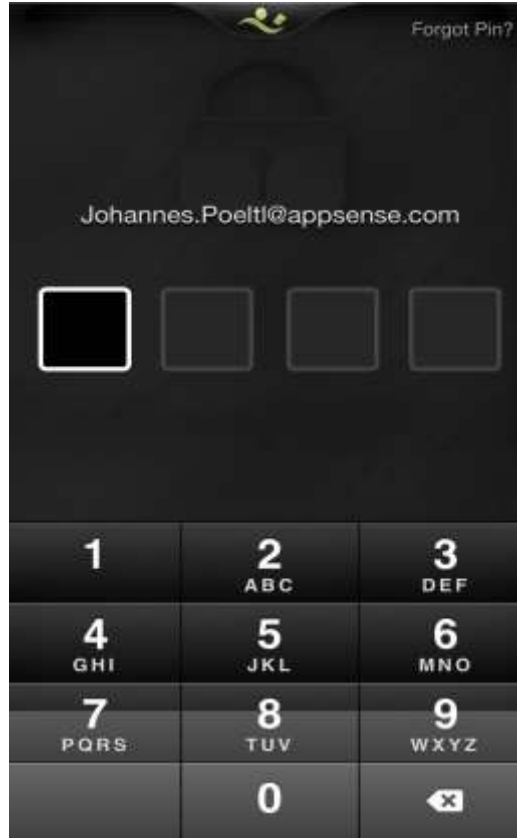
Data	
Data encryption	✓
Data copy (outbound)	Business Apps
Data paste (inbound)	Business Apps
File sharing (outbound)	Business Apps
File sharing (inbound)	Business Apps
Allow SMS	✓
Allow app to send email	✓
Allow app data backup to iCloud	✓
Scrub unused memory while app is in use	✓
Wipe data in-memory on exit	✓
Launch URLs in a secure browser	✗

# MobileNow - Screenshots

The screenshot displays the MobileNow Apps Catalog interface. The left sidebar contains navigation links: Dashboard, Users, Groups, App Catalog (selected), Categories, MobileNow Market, Devices, Device Policies, App Policies, Device Configurations, Keystore, Reports, Events History, SETTINGS, Email Templates, and Group. The main content area is titled 'Apps Catalog' and includes a search bar and user profile 'Johannes.Poeltl@appsense.com'. Below the title are action buttons: Upload App, Add to Category, Remove from Category, Feature in Group, Remove as Featured, and Delete. A 'QUICK FILTER' input field is present. The app list table has columns: APP, OS, VERSION, STATUS, RELEASED, POLICY, and DOWNLOAD. The table lists six apps: Box, Citrix Receiver, DataNow, Dolphin, Dolphin Browser for iPad, and Files. Each app row includes a checkbox, an icon, a link to the app, and a 'Download' button.

APP	OS	VERSION	STATUS	RELEASED	POLICY	DOWNLOAD
<input type="checkbox"/> <a href="#">Box</a>	iOS	2.7.4	Ready	6 days ago	<a href="#">Default Policy</a>	Download
<input type="checkbox"/> <a href="#">Citrix Receiver</a>	iOS	5.7	Ready	1 month ago	None	
<input type="checkbox"/> <a href="#">DataNow</a>	iOS	1.2	Ready	6 days ago	<a href="#">Default Policy</a>	Download
<input type="checkbox"/> <a href="#">Dolphin</a>	iPhone	6.2	Ready	6 days ago	<a href="#">Default Policy</a>	Download
<input type="checkbox"/> <a href="#">Dolphin Browser for iPad</a>	iPad	5.5	Ready	6 days ago	<a href="#">Default Policy</a>	Download
<input type="checkbox"/> <a href="#">Files</a>	iOS	1.10.6	Ready	6 days ago	<a href="#">Default Policy</a>	Download

# MobileNow - Screenshots



## **30.01.2013 – offizieller Launch von MobileNow !!**

### **Chevron's Credit Union**

- 60,000 employees spread across 180 countries
- longtime BlackBerry shop
- many as 150 players crowding the field
- test out several vendors, including Zenprise, MobileIron, AirWatch, and AppSense MobileNow
- Decision for MobileNow

More info:

<http://www.citeworld.com/mobile/21387/chevron-blackberry-iphone-self-provisioned>

[markus.martinek@appsense.com](mailto:markus.martinek@appsense.com)

Thanks a lot !!

For more information: [appsense.com](https://appsense.com)

# AppSense®

