

## 2 Mobile Device Management (MDM)

In the following section the reader gets an introduction in mobile device management and its context to enterprise mobility management to emphasize the differences, characteristics and similarities of those concepts.

*“Mobile Device Management (MDM) software secures, monitors, manages and supports mobile devices deployed across an enterprise. Enterprise-grade MDM functionality typically includes over-the-air distribution of applications, data and configuration settings for all types of mobile devices, including mobile phones, smartphones, tablet computer, ruggedized mobile computers, mobile printers, mobile POS devices, etc. The intent of MDM is to optimize the functionality and security of a mobile communication network while minimizing cost and downtime. This applies to both company-owned and employee-owned devices across the enterprise.” (Johnson, 2011, p. 3)*

To reach an optimal level of control, companies are forced to introduce security solutions for mobile devices. However, in the past MDM only focuses on getting control over devices and secure the information technology infrastructure environment. In that context MDM enabled chief technical officers to implement an optimal level of security, although devices potentially where located everywhere around the world. Through the consumerization of IT – that have brought consumers the possibility to use their mobile device for business activities, such as checking e-mails or using company based content – the demand on more flexible, scalable and granular systems have been growing enormously. That was the reason why enterprise mobility management (EMM) came into place.

*“An enterprise mobility management (EMM) solution goes beyond managing mobile devices themselves and also provides capabilities to manage their content, including apps and their associated data, documents and other files, as well as e-mail. IT gains more granular, flexible ways to secure and control user mobility while providing greater freedom and a more convenient, productive experience for users.” (Citrix TechTarget, 2013)*

Enterprise mobility management typically involves:

- Mobile Device Management (MDM)
- Mobile Application Management (MAM)
- Mobile Content Management (MCM)
- Mobile Security Management (MSM)

Whereas mobile device management focuses on security and control issues, enterprise mobility management addresses a broader range of functionality concerns. It encompasses mobile device management, but allows additional settings for application and information management. However, due to marketing aspects and the historical background, mainly all software vendors term their enterprise mobility (EMM) products mobile device management (MDM). On the one hand that could be a misleading interpretation, but on the other hand it is justified by the development progress from the past. Vendors implement EMM features in their existing MDM solutions to enhance the product functionality. (Alms, 2008; Johnson, 2011; Citrix TechTarget, 2013)

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