



Highlights

- Helps to enhance employee productivity and improve device choice
 - Provides a more cost-effective approach to virtualization
 - Facilitates security risk management
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IBM Mobile Virtualization Services Application Virtualization

Empower employees to be productive when and where they want

Today's workers have grown accustomed to using powerful, highly customized devices in their personal and professional lives. If they can't choose to work on the devices that feel most natural to them, they may feel less satisfied and less productive at work. To help support a highly competitive workforce, organizations must shift away from desktop workstations, and instead empower their employees with mobile technologies.

Application virtualization from the IBM® Mobile Virtualization Services portfolio can allow workers to access the apps they need—practically anytime, anywhere and via any device. This helps employees feel more productive, agile and satisfied. For the organization, application virtualization can also reduce costs and help protect sensitive corporate data. To accommodate your needs, the IBM solution can help you deploy and manage virtualized apps on-premises, in a collocated private cloud environment, or via an IBM managed cloud. An IBM managed cloud can use either IBM Bluemix® technology or technology from another cloud vendor.

Helping to enhance employee productivity and improve device choice

IBM believes that IT must respond to the changing business world by going from enforcer to enabler. By doing so, IT can play a key role in establishing the Digital Workplace.



In the Digital Workplace, the productivity and satisfaction of individual end users is the highest priority. With the offerings from the IBM Digital Workplace portfolio, IT can spend less time making sure that policies are being followed, and more time making sure employees can access the business capabilities they need, on the devices they prefer to use. Application virtualization is one of the most important capabilities that IT can provide when pursuing a transformation into a Digital Workplace.

For many years now, the primary job of the IT team was to say “no.” Every time an end user came forward to request a new capability or to get permission to use the device of their choice, IT was responsible for saying why the request couldn’t be granted. Now, with the help of application virtualization, IT can start saying “yes” more often.

Application virtualization helps organizations institute bring-your-own-device (BYOD) programs while also addressing security and compliance management issues that have traditionally been associated with these programs. Even though users are able to get uninterrupted access to the applications they need to do their jobs on the devices of their choice, IT can still maintain complete control and visibility over those applications. As a result, employees get a feeling of empowerment that can lead to higher levels of productivity and job satisfaction, while IT is no longer stuck being the bad guy all the time.

Providing a more cost-effective approach to virtualization

By removing the need for an app to run on a desktop, IT teams can cut costs and make more efficient use of company resources. By using personas to focus on individual end users, IT can deliver apps only to the people who need to use them to perform their job roles, rather than embedding applications into desktop images by default and delivering those images to all employees. This helps limit the number of unnecessary licenses an organization buys for each application, which keeps costs down.

In addition, application virtualization gives organizations the option to maintain legacy apps and make them available to employees on the latest devices—without having to use a particular operating system (OS). This makes migrating to newer devices simpler and more cost effective, while also helping employees continue to get uninterrupted access to the applications they need to use to do their jobs. Removing the need to run applications on an OS also contributes to a reduced total cost per user.

By allowing employees to access business applications on the device of their choice, IT can not only contribute to higher productivity and satisfaction, but it can also decrease the amount of money that the organization spends on company-provided devices for employees to use.

Virtualization also helps streamline the process of application management, which means that IT staff members can spend less of their time engaged in management activities. This helps the IT team make more efficient use of their limited budgets, as staff members can spend fewer hours just keeping the lights on, freeing them up to innovate in more value-added areas.

Finally, it's important to note that application virtualization from IBM is an as a service offering. This means that you don't end up paying for what you don't need, now or in the future. There's also no need for you to refresh your on-premises hardware or software environment to give your employees access to the applications they need. This allows you to avoid making a large investment that isn't protected against future changes in technology.

Facilitating security risk management

Security risks and compliance requirements are among the key reasons some IT organizations have been hesitant to pursue BYOD programs in the past. For these organizations, allowing employees to access business applications and data on devices that IT has no control over simply felt like too much of a risk.

However, with the development of application virtualization, IT can now take a more secure approach to BYOD. This is because application virtualization allows users to access business apps on the device of their choice without storing any business data at the device level. Instead, data goes straight from the application to a security-rich corporate data center.

In addition, application virtualization can remove individual employees from the security equation altogether. Since secure and compliant usage policies can be established by IT at the organizational level, it simply doesn't matter what devices employees use to access business data, or what kind of security techniques they use while accessing it.

With the highly flexible IBM solution, organizations can ensure that all applications are deployed in accordance with their own security and endpoint management policies. This feature is also simple to record and demonstrate, which makes it easier for organizations to manage compliance with applicable data security regulations.

Why IBM?

Choosing IBM, can give you confidence that you're working with a leader. IBM has been involved with virtualization from the beginning, introducing it to the world over 40 years ago. IBM also offers a streamlined approach to virtualization for applications and desktops, as well as mobility services, and can offer practically all the technologies and services you need from a single vendor. Additionally, IBM lets you take advantage of consumption-based pricing to help you more easily manage costs.

For more information

To learn more about the IBM Mobile Virtualization Services, please contact your IBM representative or IBM Business Partner, or visit the following website:

ibm.com/us-en/marketplace//mobile-virtualization-services

Additionally, IBM Global Financing provides numerous payment options to help you acquire the technology you need to grow your business. We provide full lifecycle management of IT products and services, from acquisition to disposition.

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