IBM MaaS360 | With Watson

Pull your head out of your apps!

Over the past decade, Google Android, Apple iOS and Microsoft Windows applications (apps) have helped organizations of all sizes across all industries transform through a wide variety of use cases.

Fortunately, measures have been taken by leading technology vendors to ensure their smooth, secure adoption:

- **Mobile app management (MAM)** and security enable corporate app catalogs, app whitelisting/blacklisting and containment of corporate data.

- **Identity and access management (IAM)** helps recognized, compliant users access enterprise web and cloud apps with single sign-on (SSO).

- Popular public app stores (e.g., Apple App Store, Google Play) have instituted stringent app publication guidelines and review processes to ensure they meet security requirements.

- **Mobile threat management (MTM)** delivers protection against malware, SMS listeners and ransomware.

SPOT YOUR APP GAP

Despite the strides made to improve enterprise app deployments, it remains a challenge to discern which of the hundreds or thousands of deployed apps are:

OPENED   **POPULAR**   **USELESS**   **CRASHING**

You need a way to know which ones need attention, investments and resources. And the ones that need to be canned altogether.

GRAPHS FOR YOUR APPS

IBM® MaaS360® with Watson™ business dashboards for apps provide centralized views on usage, performance and security:

APP INSTALLS
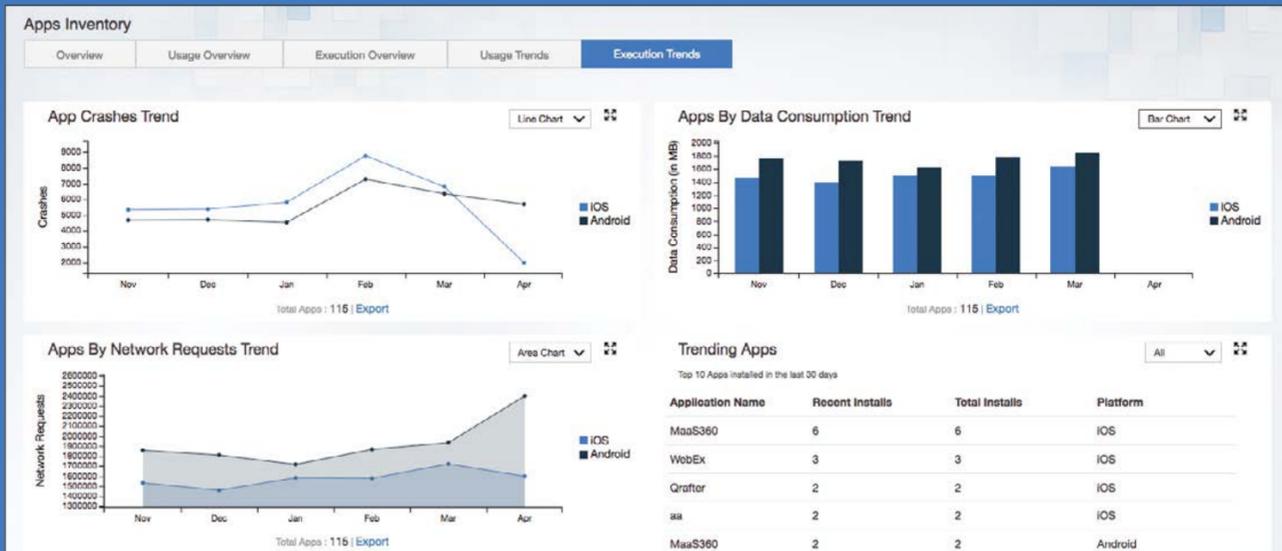by platform, across manufacturers and ownership models

APP USAGE BREAKDOWNS
such as installs, popularity and session length

APP TREND INFORMATION
including crashes, network requests and data consumption

KICK APPS AND TAKE NAMES

IBM MaaS360 With Watson™

If you are ready to begin making smarter, more informed decisions about your app deployments, take advantage of MaaS360 app analytics—and finally get your head out of your apps!

Be the app management know-it-all. Sign up for a 30-day complimentary trial of MaaS360.