Dell™ Mobility Solutions

Multiple devices, one solution
Dell Mobility Solutions
Multiple devices, one solution

Introduction

4 Mobile-device management
6 Telecom expense management
8 Custom application development
10 Application management
12 Security
14 Consulting
We all live in a world of mobile devices, too, and those devices have a part to play in the world of business.

On the following pages, you’ll discover how we can help you devise an approach to the mobile enterprise. We suggest how you can manage mobile devices. How you can efficiently deploy and run applications, be they those you already own, or ready-mades. Dell can even design a bespoke application for your business.

And we cover other areas important to any organization, such as the management of cost and the ability to communicate securely.

Dell Mobility Solutions: they make the mobile world part of your business environment.

At Dell, we know that desktops and laptops are only part of the story for any enterprise.
Everyone’s using smartphones and tablets at home and work these days. But it can be difficult for organizations to manage everything.

How do you cater for user-owned devices? How do you manage applications across several platforms, devices and domains? How do you keep on top of security? Dell Mobility Services can help.

Our Mobile Device Management (MDM) solutions automate and streamline the deployment and management of mobile devices and middleware infrastructure.

Key elements:
- Automatic enforcement of corporate mobility security standards
- Automated application management and delivery
- Real-time monitoring and management of mobile voice/data/messaging usage
- Central management of multiple platforms, devices and domains
- Proactive monitoring and optimization of mobile-device and wireless-server infrastructures
- Reduced IT costs for device deployments and management with the user self-service portal
- Support for mobile-messaging middleware servers such as BlackBerry® Enterprise Servers and Good Mobile Messaging™
- End-user service-desk support

MDM is secure, too. Customizable user roles can be configured to meet specific business requirements, allowing users and administrators to be assigned the exact permissions they need to execute job responsibilities, and nothing more.

And it’s cost-effective. Enterprises can reduce their IT support and labor costs for mobile devices with a self-service portal that lets users provision and support their own mobile devices without helpdesk intervention. This streamlining is complemented at the carrier level, where usage thresholds are controlled so as to reduce (and in some cases even eliminate) costs.

In short, Dell Mobile Device Management:
- Automates, manages and optimizes the smartphone and tablet life cycle
- Reduces total cost of ownership
- Enhances end-user productivity
- Reduces corporate risk
Mobile device management
Dell Mobility Solutions
Multiple devices, one solution

Telecom expense management
With business nowadays taking place on the move, mobile voice and data communications have become large operational costs—and managing those costs can be difficult.

What’s needed is a proactive technology-enabled approach that gives the enterprise control of its expenditure and assets, that makes spending patterns visible, that improves operational efficiency—and of course, that reduces costs.

In short, what’s needed is Dell Telecom Expense Management.

Organizations face all kinds of mobile-cost challenges. Users have different carriers, use different services, and are on different tariffs. Some of them have more than one mobile device. Some of them travel internationally, introducing still more variables to the picture.

It’s not just about user issues, either. The organization’s resources may be constrained; expertise can be limited in some quarters; and sometimes, a process can cross several departments, making its ownership unclear and its resolution less than straightforward.

Our Telecom Expense Management services give cost control back to the enterprise. Operational management teams can supervise all the organization’s assets in a centralized inventory, receiving wireless invoices each month into a management platform and allocating expenses to individual business units. With this central overview, they can check end-user usage patterns and optimize rate plans to drive down costs.

Dealing with carriers is made easier, too: the platform fulfills approved service requests with carriers on behalf of the organization, and disputes can be managed through to resolution.

End-users get their own levels of control. A self-service web portal for ordering mobile services and devices has an embedded product catalog through which users can browse, and workflow approval is clear and simple. They also have access to the management reporting module, giving them full visibility into all expenses across carriers and service types managed on their behalf, as well as the wherewithal to analyze them.

And, in addition to all this, we provide incremental service-desk options to support your operational teams and end-users, as well as consulting services that include inventory analysis of all current carrier contracts against market rates and best-in-class rates achieved by other companies.

Dell Telecom Expense Management. We help organizations stay on top of their mobile voice and data costs.
Sometimes, in spite of received wisdom, there simply isn’t “an app for that”. Your mobile data need is too specific.

There’s nothing out there that will do the job for your organization out of the box, with minor or even with major changes.

What’s more, you can’t always build it for yourself. You may not have the experience or the tools, or you simply may not have the time or focus it will need; after all, applications development might not be your core business.

What you need is experienced, knowledgeable support that can provide an application that’s tailored for you—and that’s exactly what we do.

Dell Mobility Custom Applications Services brings substantial experience and a proven methodology to any task you have in hand, ensuring you get a tailor-made solution that’s exactly what you need. Step by step, we:

- Assess your specific requirements
- Agree a preferred architecture and design
- Develop the solution
- Run full tests and deployment routines
- Conduct appropriate transition and provide full support during rollout
The extent of our experience, and the breadth of the environments in which we can operate mean we're sure to be able to deliver within a framework that's right for you. We can deliver clients apps, web clients or backend connectors as follows:

- Platforms/SDKs: HTML5, Android®, Symbian®, Windows® CE/Windows Mobile, Palm OS, Brew®, J2ME®, iPhone® and MontaVista® Linux®
- Frameworks: Test automation, client certification framework, IMPRADA, OMAP, and multimedia framework
- Languages: Perl, PHP, Python, Ruby, HTML, DHTML, JavaScript, CSS, Linux/UNIX® Shell, XML

It doesn’t end there. We can also deliver full testing services as part of your custom build, including standard, specialized, non-functional and performance testing. Our toolkit includes QTP, Device Anywhere, TestQuest, Countdown, QC, Testlink and Bugzilla144.

Whatever you need, we’ll design it, we’ll build it, we’ll test it—and you’ll run it. In exactly the way you always wanted.
Smartphones and tablets are used everywhere—at work, and in our personal lives. Organizations have to support a wide variety of platforms and apps, on equipment they own, as well as on devices owned by their employees.

The potential for complexity and high cost is great—but so, too, is the potential payback. Get it right, and you’ll be managing applications across the enterprise in a way that boosts productivity, and increases revenue and market share.

Dell’s Mobility Application Platform helps to make it happen.

Dell Mobility Application Platform (DMAP) delivers powerful mobile applications to help your organization communicate securely with employees, suppliers, and customers.

DMAP writes an application once and deploys it across multiple smartphone platforms such as BlackBerry, iPhone, iPad, Android, Symbian and Windows Mobile, intelligently and flexibly responding to their different form factors.

Key features include:

- Powerful development tools to build write-once, deploy-on-many applications
- Integration framework that connects mobile applications to multiple back-end systems
- Gateway server that delivers end-to-end data security and reliable transactions
- SmartClient native applications and WebClient for deployment of enterprise-grade web applications on devices running advanced mobile browsers, such as iPhone and Android
- Management Center, providing end-to-end management of mobile devices and applications, using tools to initialize, deploy, manage and update devices, applications and content—whether they be DMAP-built or third-party

It’s just what organizations need—a scalable basis to make data sources available to mobile devices inside or outside the enterprise, over any wireless network worldwide, and to any smartphone device.

We provide an extensive library of pre-built template applications that can be rapidly customized to meet your mobile needs, including your user interface, business logic and back-end connector specifications.

Even if those needs are unique, don’t worry: we can build a custom solution for you, too.

DMAP—an end-to-end answer to the question of mobile application management.
The whole point of the mobile environment is flexibility: the ability to interact with data on the move. But this ease of use needs to work within constraints. Organizations have to balance the need for access and productivity against the need to maintain the integrity and security of their resources.

Dell’s approach to mobility gives organizations clear visibility and centralized control over the conditions in which users’ mobile devices can access mission-critical information—whether those devices be corporate or employee-owned.

Security policies protecting corporate data are developed and enforced. These can include:

- An acceptable use policy (AUP), making password usage mandatory and articulating other requirements for proper behavior
- Password- or token-protected encryption software for devices in danger of being lost or mislaid
- Centrally-managed personal firewalls for mobile devices, and the encryption of wireless data using a virtual private network (VPN) that accommodates mobile devices
- The installation and maintenance of antivirus products on mobile devices

Lost, stolen or superseded devices can be wiped selectively or completely from a central point of management. Indeed, one approach is to reduce as far as possible the amount of information held on remote devices in the first place. Holding data centrally is more secure than allowing copies of it to proliferate on mobile devices or even on laptops—and the high availability of broadband and of remote-access technologies means those same devices can still access and manipulate that data, even if they don’t store it.

Recent surveys show many organizations lack confidence in their own ability to manage remote access to information. Dell offers security management as a managed service, making cost-control clear and assuring organizations of continuing and robust attention, while leaving in-house teams free to address other critical enterprise systems.

Dell’s holistic approach to security management represents a sound alternative to the myriad individual solutions developed by other vendors in response to constantly-emerging individual threats.
Dell Mobility Solutions

Here at Dell, we’ve helped many organizations on their way. Our experienced consultants are equipped to provide the support you need.

Dell’s business consultancy offering is highly respected, and our IT Consulting for Enterprise Mobility has extended those skills into a field where demand is growing rapidly.

Our consultants help organizations:

• Establish a strategy and roadmap for the mobile enterprise
• Evaluate, assess, design and implement solutions that are scalable and repeatable, and that match their specific needs
• Ensure comprehensive and tight security

Our approach is phased:

Workshop
During this half-day session, our consultants listen to your requirements, provide an outline approach to meeting them, and suggest next steps for the development of your strategy.

Assessment
We look at your enterprise in more detail, identifying gaps and potential obstacles to the implementation of a program. We assess your business processes, the current and planned profiles of your employees’ mobile data usage, and your likely training requirements. Datacenter management is also assessed in a mobile enterprise context.

Design
Our consultants deliver a detailed design and implementation plan that meets your applications, management and security needs, works within your budgets and timescales, and ensures the quickest-possible return on investment.

Implementation
We rigorously oversee the deployment, and conduct any necessary testing and compliance. If you’re going to implement an enterprise-wide approach to mobile data and voice in your organization, you’re going to want to do it secure in the knowledge that you have a blueprint that is robust, comprehensive and scalable. Our consultants give you that blueprint—and in the rapidly changing world of the mobile enterprise, they also give you peace of mind.

Your organization may already have embarked on its mobile enterprise journey, or it may be about to take its first steps on that road. Whichever the case, it’s good to know you have access to knowledgeable traveling companions.