

# The Meaning of **MAM** Mobile Application Management

What It Is, What It Isn't, and Why It's Important

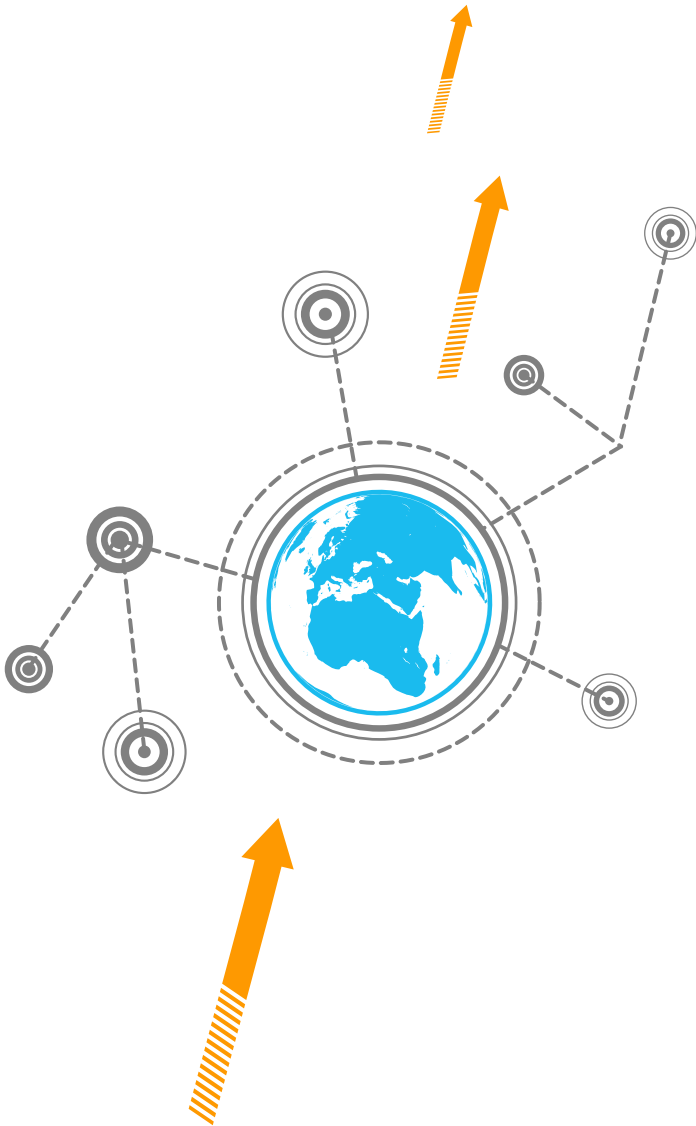


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# Introduction



When your company launches an app, it may feel like the end, but it's only the beginning. All that hard work that went into developing and testing the app is over—but now the real work begins.

Once that app is released into the world, it has to be looked after. That's where having mobile application management (MAM) in place becomes critical for the success of your mobile app. MAM is an entire lifecycle that includes the strategy and processes around distributing, analyzing, and updating your apps.

**Just to be clear, it's important to point out that one single aspect of mobile app management, like distribution, is not MAM. A half-dozen different vendors cobbled together to address different performance areas is not MAM either. One vendor that can manage the entire mobile app lifecycle—that's MAM.**

The biggest benefit of MAM is that it keeps you organized, making development, distribution, configuration, and updating or removing apps from mobile devices more seamless and cost-effective. MAM will also make your employees' lives easier and help ensure app security. For example, if an employee switches from an iPhone to an Android, all of your company apps will automatically move to the new device.

This eBook explains how MAM benefits five critical aspects of enterprise mobility: App Stores, AD/LDAP Integration, Security, Volume Purchase Programs, and App Version Updates.

# Features of MAM

As previously mentioned, MAM constitutes the entire mobile application lifecycle, which begins with development and ultimately circles back to enhancements and updates. This lifecycle is divided into three phases, each with its own features.

## Phase 1: Deployment

**During deployment, MAM helps you:**

- Create the resources you need to support the app
- Configure the app to company and department requirements and policies
- Control access to the app, thus ensuring that only the people who need the app can download it
- Push updates remotely
- Set up your internal app store



## Phase 2: Analysis

**When it comes to analyzing your app, MAM helps you understand:**

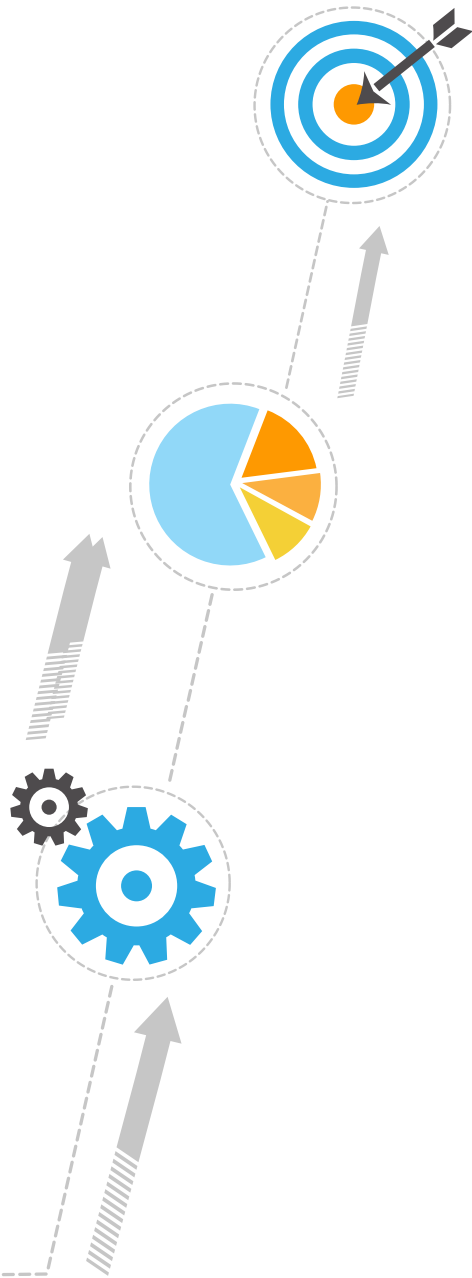
- Usage patterns
- The app's direct or indirect impact on your company's revenue
- Internal trends, such as patterns of use
- External trends, such as usability, design, features, and benefits



## Phase 3: Management

**To make app management more seamless, MAM helps you:**

- Address bugs and quality issues quickly
- Uncover performance issues, like uploading and downloading speeds
- Put data encryption and other security measures in place



The MAM lifecycle is divided into three phases, **Deployment, Analysis and Management**, each with its own features.

The true effectiveness of MAM becomes evident after these development and performance-focused phases. MAM excels not only in bringing the app to your organization, but by ensuring its enculturation and ongoing implementation. So much of the enterprise mobile application lifecycle is what happens after an app is launched—app store builds & maintenance, AD/LDAP integration, security, Volume Purchase Programs, and upgrades. Here's how MAM optimizes each.



# App Store Maintenance

Once you fling open the doors to your shiny new company app store, it's incredibly important to spend time maintaining it. The reason is simple: Even though your app store is virtual, the mobile world moves very quickly. There are always new app releases, upgrades and fixes, necessitating app store upkeep.

In fact, think of your app store as a brick-and-mortar store: you want to keep inventory fresh, continually engage users with a great experience, and encourage them to use your products (in this case, apps). Just a little bit of neglect will show, affecting the user experience and decreasing app adoption and usage.

Keep your inventory fresh, continually **engage users with a great experience**, and encourage them to use your products.

MAM will ensure your app store remains a genuine destination that does more than simplify distribution. It will also help streamline development, upgrades, testing and verification. Et voila: Your apps are available more quickly and assimilated faster.



# AD/LDAP Integration

If you have 20 employees, inviting them to your app store one email address at a time is no big deal. If you have 50 or 5,000 employees, that approach is a certified productivity killer.

You can make enterprise mobile app access **easy**.



Instead, you want to make credentialing easier with AD/LDAP integration that is baked into your app store from the beginning. Aside from being an obvious way to improve usability, it allows for a level of ultra-precise access control. Admins can create specific user groups based on responsibility or field (e.g. sales, admin, HR), allowing employees to access and download only the apps they need.

On a side note, make sure your existing AD/LDAP capability is used in your app store for ease of management. If you can automate, simplify and streamline the app store management process, you make enterprise mobile app access easy—the first step toward making enterprise mobile app use routine.

# Security

There's a new class of apps being built for external use by vendors, re-sellers, contractors and partners who work with a company. While external apps have the same potential as internal enterprise apps, they raise new compliance, licensing, and security concerns.

With MAM's access capabilities, distributing your apps to all those partner tablets and smartphones suddenly becomes easy. You can ensure only certain people have access to the app, and you can push updates, turn an app off or remove an app altogether from a user's device—all remotely.

Additionally, MAM gives you the ability to authenticate users and track who is downloading it, both vital aspects of app performance optimization.

## MAM's access capabilities help you:



Ensure only certain people have access to the app



Push updates



Turn an app off



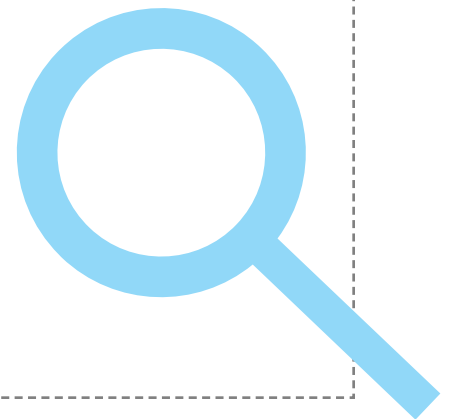
Remove an app from a user's device



Authenticate users



Track app downloads





# Volume Purchase Programs

Volume Purchase Programs (VPP) have a “necessary evil” reputation when it comes to enterprise mobile application management. They can be as frustrating as the apps themselves are empowering, but many companies use them anyway for the sake of accessing all the productivity-improving power that mobile apps afford.

For those of you unfamiliar with the term, Volume Purchase Programs allow you to purchase iOS apps in volume from Apple and then distribute them to your employees. You can see where the frustration comes in to play: distributing apps one by one to dozens or hundreds of employees—and then managing who has the apps, who is using them, who is updating them, etc.—is overly complicated and time-consuming, to say the least.



## **What is a Volume Purchase Program?**

Allows you to purchase iOS apps in volume from Apple and then distribute them to your employees.


Can be very frustrating.



## **How does App47's MAM solution help?**

MAM's distribution and management capabilities make the entire volume purchase process more efficient and cost effective.

Makes it headache-free.



If you hide at the mention of VPP, good news: MAM's distribution and management capabilities make the entire volume purchase process more efficient and cost effective, even if you can't reclaim the mobile app license from all of your users.

With **headache-free MAM**, buy the app and reap the benefits of **increased productivity**.

Let's talk about reclaiming the license before we move on: if your company needs to use a particular mobile app that costs around three bucks because it will greatly improve business operations, the trade-off speaks for itself. VPP makes app distribution and management practically painless.

For the enterprise interested in the best approach to large-scale mobile app distribution and management, it has to be VPP.

# App Version Updates



Last but not least, MAM is critical to ensuring your employees have the latest versions of their mobile apps for two reasons: efficiency and security.

Unfortunately, our attitude towards updating apps on our personal device affects how employees view updating enterprise apps. Consumer app updates are optional, and we must do it ourselves. That Angry Birds update is probably worth downloading, but we'll get to it when we get to it.

Enterprise app performance, however, suffers from that attitude. Consider that every mobile app talks to a backend system. It's a burden to maintain that support matrix on the enterprise side; if your employees are not upgrading, you're forced to support older APIs—a big resource drain.

Security is another concern. Smart app management means staying on top of emerging vulnerabilities such as exposed data, authentication, permission checks, etc.. As you patch security holes ASAP, employees who heel-drag on updates actually increase the risk of compromised security throughout your entire company.

MAM will offer a few reminders to upgrade, followed by an auto-upgrade that launches when the app starts. With an auto-upgrade policy in place, employees will always have the best-performing version, you will always test against the most current version, and you can be sure that optimal security and cost-management factors are always in place.

# Conclusion

Whether your apps help your employees work more productively, allow you to better engage with customers, or both, MAM is the fastest and most secure way to deploy mobile apps, manage app performance, and analyze app effectiveness.

You can learn more about the benefits and features of enterprise mobile application management (MAM) on our website, or if MAM sounds like a good fit for your organization, get started with a free 30 day trial of our solution today.



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