

Positioning Framework

Background	<p>What is the business context?</p> <p>Microsoft Enterprise Mobility Solutions (and Enterprise Mobility Suite) takes a broader more holistic view of the enterprise mobility market. With the release of the iPhone and the subsequent explosion in the use of phones and tablets for business, the enterprise mobility market has grown up around managing these mobile devices as point solutions alongside existing PC management solutions. Over time, the ability to manage at the device level has commoditized, leaving vendors to find new ways to derive value. Mobile application management became the next generation of solutions focused on securing data in applications on mobile devices. The strategy delivered by leading vendors was to containerize and duplicate applications instead of leveraging native capabilities. With the release of Enterprise Mobility Solutions (EMS), Microsoft took a view of mobility as management across several key attributes anchored on user identity. Other vendors have seen the value of this strategy and have moved to align identity management as a core component of enterprise mobility.</p>
Target customer	<p>Security and management of corporate data on devices (both personal and corporate owned) is the key driver of the need for enterprise mobility in the industry. This need is universal regardless of company size. However, the requirements for larger customers (500 seats+) are often more complicated with needs for connection to on prem infrastructure and compliance reporting. These are the typical customers for the Enterprise Mobility Suite. These customers are concerned about keeping company data safe and preventing malicious cyber-attacks, all while keeping their users protected.</p> <p>Within these customers, there are a variety of target roles but tend to be “decision maker” level on either the business or technical-side. These include:</p> <ul style="list-style-type: none">• CIO• CISO• IT Directors – usually device managers (mobile and PC), identity management leaders, or productivity (office) owners• Business unit owners <p>Once these roles are convinced of the EMS value, the IT Pros within the organization must be convinced of the technical merits of the solution.</p>
Pain points/needs (Problem Statement)	<ul style="list-style-type: none">• Given the high-profile nature of recent security attacks, company leaders and boards are requiring IT to ensure that company data can be kept safe across existing networks, cloud apps and mobile devices. IT faces the risk of significant financial loss and damage to customer satisfaction and market reputation.

	<ul style="list-style-type: none"> • Company data on mobile devices is often unregulated, or conversely too regulated, creating end users that are frustrated. • Solutions in the industry often compromise end user productivity for the sake of security, leading to end user dissatisfaction and ultimately a rejection of the solution. • Identities in the enterprise are proliferating and often a user has a different ID for each cloud app they may deploy; consolidating these ID's in a secure way that gives users self-service options to resolve common issues (like forgotten passwords) is essential. • Current IT security tools only provide limited protection when user credentials are compromised because they are not designed to detect suspicious user activity. • IT budgets are not necessarily increasing to solve these problems, so maximizing investments is key.
Positioning statement	<p>Enterprise mobility with Microsoft is the most comprehensive solution to:</p> <ul style="list-style-type: none"> • keep your company data safe across devices, with identity at the center • and your end users productive through deep integration with Office
Proof points	<ul style="list-style-type: none"> • Identity is at the center and Azure AD has processed over a trillion authentication in its lifetime • Secure on premises networks with sophisticated, automated behavioral analytics to identify suspicious activities and advanced threats in near real time, with simple, actionable reporting • Microsoft enterprise mobility solutions integrate deeply with Microsoft Office, the gold standard of productivity. We're the only solution that brings managed mobile productivity with Microsoft Office across devices • Not only is Microsoft the most comprehensive solution, it's also a great value: Our Enterprise Mobility Suite is 58% less than standalone products from other vendors.
Tone of the communication	<ul style="list-style-type: none"> • Use fear factor: Within reasonable limits, we should use fear factor and explain the severity of the changing nature of cybersecurity attacks and the vulnerabilities in mobile devices. • Be informative/educational: We need to educate customers who are not aware of our broad enterprise mobility view. As we educate, we need to explain the difference in our view and how we are a more strategic partner. • Pay attention to legal terms: We cannot use "secure" in our wording to make sure we are compliant with LCA. We can "help" customers to be secure, or protect information, but we cannot secure it for them.

Messaging Framework – Copy Blocks

Business Context	<p>With the ever-expanding use of mobile devices and cloud delivered (SaaS) apps in the workplace, employees can, and do, work from just about anywhere. To stay productive, this mobile workforce demands consistent access to corporate resources and data from any location on any device. This trend has introduced significant challenges for IT administrators who want to enable enterprise mobility while ensuring that corporate resources are protected from unauthorized access. Microsoft's solution helps users stay productive on their devices with rich productivity experiences while ensuring that IT can protect corporate data.</p>
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Headlines	<ul style="list-style-type: none"> • Productivity without limits, security without compromise • Keep your employees productive on their favorite apps and devices—and your company data protected • Identity, devices, apps, data. All managed. • Comprehensive enterprise mobility • Identity + mobile management + security
Short Take	<p>Microsoft's enterprise mobility solutions deliver a more secure mobile productivity experience by providing an end-to-end solution, simplifying the management of identity, device, application, and data.</p>
Medium Take	<p>Today's workforce is highly mobile and business is conducted from almost anywhere, at any time. For businesses to be competitive, they need their employees to be productive on-the-go while keeping company data secure.</p> <p>Give your users a more secure and integrated productivity experience with Microsoft's Enterprise Mobility Solutions. Let them work anywhere, on any device, with easy access to the apps and data they need to be productive like Office 365. Deliver all of this while giving IT peace of mind with tools that help secure company data, and integrated ways to manage the mobile workforce across user identity, devices, applications, and data. Have peace of mind knowing your company's information is protected.</p>
Long Take	<p>Today's workforce is mobile and business is conducted from almost anywhere, at any time. For businesses to be competitive, they need their employees to be productive on-the-go.</p> <p>Microsoft's enterprise mobility solutions deliver a rich, more secure and integrated productivity experience for your users – both your employees and your network of vendors and contractors, giving them the freedom to work anywhere, from any device with easy and complete access to the apps and data they need.</p> <p>Microsoft delivers all this while giving IT peace of mind, providing them with a secure, integrated way to protect their mobile workforce at multiple layers:</p> <ul style="list-style-type: none"> • User identity with: <ul style="list-style-type: none"> ○ Single sign-on and multi-factor authentication ○ Behavioral analytics to identify advanced security attacks before they cause damage ○ Machine Learning-based security reports that leverage the data from billions and billions of authentications to spot anomalous log ins • Device protection with automatic device enrollment and policy enforcement before company resources are accessed from mobile devices or PCs • Mobile Application Management with comprehensive, conditional access policies that ensure only the right people are accessing apps and preventing data leakage from corporate to personal apps • Data protection and encryption on the files themselves with the ability to track files and revoke access to data if necessary <p>Additionally, the Enterprise Mobility Suite gives users the best and most secure experience on Office 365 – the gold standard of productivity – whether they're accessing it from a Windows device or from their favorite Android and Apple devices.</p>

	<p>So whether your users are working at their desks, from a café, on a bus or plane, or from the beach – be confident your company’s information is protected.</p>
<p>Why Microsoft?</p>	<p>Here are a few reasons why Microsoft’s Enterprise Mobility Solutions are a better choice for your business:</p> <p>Nobody manages Office better</p> <p>Protecting email and other corporate collaboration data on mobile devices—without slowing down workers—is one of today’s biggest IT challenges. Other vendors address the problem with apps that compromise user experience and put the brakes on productivity.</p> <p>Microsoft Enterprise Mobility Solutions integrate deeply with Microsoft Office, the gold standard of productivity on both mobile devices and PCs. Microsoft provides the only solution that can natively manage the Office mobile apps to ensure that company data stays in company apps and not in personal apps - giving your users rich productivity without compromising security.</p> <p>We’re more flexible</p> <p>Architecture matters. That’s why our Enterprise Mobility Management Solutions are designed to run in the cloud as enterprise-grade cloud services. These Cloud services are also designed to work seamlessly with your existing on-premises infrastructure to allow you to maximize your existing investments in Active Directory and System Center.</p> <p>Our services are always up-to-date so you don’t have to manage patches or updates. Additionally, the rapid release cadence of our Cloud services allow you to take advantage of new trends and support the latest devices as soon as they are available. In short, our Cloud-first approach to managing a mobile enterprise is the fastest, most cost effective way to meet new business challenges and accommodate new devices, new apps, and new hires—without worrying about scale, maintenance, or updates.</p> <p>Our enterprise-grade security</p> <p>Only Microsoft offers enterprise-grade Cloud identity and access management solutions designed to help secure your IT environment. Microsoft Azure Active Directory has hundreds of millions of users, is available in 35 data centers around the world, and has processed more than 1 trillion (yes, trillion) authentications. We translate this scale into security insights by giving you advanced security reports showing you anomalous login activity to your Cloud directory.</p> <p>In addition, our on-premises capabilities in Microsoft Advanced Threat Analytics (ATA) helps you protect your organization from advanced targeted attacks by user and entity behavioral analytics (UEBA). ATA also helps to identify known malicious attacks, security issues, and risks using world-class security researchers’ work regionally and globally. Leveraging behavioral analytics, ATA is designed to help enterprises see threats quickly and to identify security breaches before they cause damage.</p> <p>It’s all you need—at one great value</p> <p>We have the only enterprise mobility solution designed to help manage and protect users, devices, apps (PC or mobile), and data.</p> <p>Microsoft not only provides the most comprehensive solution, it’s also a great value: Our Enterprise Mobility Suite costs 58 percent less than standalone products from other vendors.</p> <p>Broad Gartner Magic Quadrant Coverage</p> <p>Microsoft is currently one of the only vendors to be featured in Gartner’s Magic Quadrants for Enterprise Mobility Suites, Identity and Access Management as a Service, and Client Management Tools. We believe this validates Microsoft’s strategy to provide a combined solution that enables companies to manage computers, devices, and applications with identity at the center.</p>

Core Benefits	<p>It protects Office better The only solution designed from the ground up to protect your Microsoft Office and Office 365 email, files, and apps, giving your users rich productivity while helping keep company data safe.</p> <p>It's more secure Security is in our core. Our Enterprise Mobility solutions help you to identify security breaches before they cause damage.</p> <p>It saves you money Up to 50 percent less than the cost of buying standalone solutions from other vendors.</p> <p>It just works Simple to set up, always up-to-date, and connects to your on-premises data center.</p> <p>It's integrated One integrated identity platform that protects users, devices, apps, and data.</p> <p>It's comprehensive Protects iOS, Android, Windows and over 2500 popular SaaS apps.</p>
Capability Finals	<p>1000s of apps, 1 identity Secure single sign-on to thousands of popular SaaS apps like Salesforce, Concur, and Workday. Use conditional access policies to prompt extra security (like multi-factor authentication) to ensure access to apps has the right level of security. Provide self-service employee tools to save money by letting users accomplish tasks (like password resets or joining groups) without a call to the help desk.</p> <p>Detect and stop advanced threats Microsoft Advanced Threat Analytics (ATA) helps you identify breaches and threats using behavioral analysis and provides a clear, actionable report on a simple attack timeline. Behavioral analytics uncovers suspicious activities and abnormal behavior, leveraging machine-learning; detects known malicious attacks almost instantly, while known security issues and risks are detected using world-class security researchers' work.</p> <p>Manage iOS, Android, Windows—from one place Microsoft Intune provides mobile device management, mobile application management, and PC management capabilities from the cloud. Using Intune, organizations can provide their employees with access to corporate applications, data, and resources from virtually anywhere on almost any device, while helping keep corporate information secure.</p> <p>Keep work at work Help maximize productivity with the Office mobile apps your employees know and love while preventing the leakage of company data by restricting actions such as copy, cut, paste, and "save as" between Intune-managed apps and personal apps.</p> <p>Protect information at the source Encrypt important files and data to ensure only the right people have access. Manage and track it all from the Cloud. Collaborate more securely by protecting virtually any file type on any device platform using Azure Rights Management.</p>