

IBM recognized as a Leader in the Gartner Magic Quadrant for Enterprise Mobility Management Suites

IBM has improved its positioning, moving further up and to the right in the Leaders quadrant

ARMONK, N.Y., June 8, 2017 /[PRNewswire](#)/ -- IBM Security (NYSE:[IBM](#)) today announced it has been positioned by Gartner, Inc. as a Leader for the sixth consecutive year in the Magic Quadrant for Enterprise Mobility Management Suites¹ for its ability to execute and completeness of vision.

[IBM MaaS360 with Watson](#) is the industry's first and only cognitive unified endpoint management (UEM) platform, enabling a smarter approach for enterprises to manage and secure all endpoints, along with their associated users, apps and content. MaaS360 can be used to manage disparate endpoint types—including smartphones, tablets, laptops, ruggedized devices and the Internet of Things (IoT)—all from a single console.

"As the EMM market shifts to providing UEM capabilities, the value clients place on better decision making will only be amplified," said Jim Brennan, Director of Strategy and Offering Management, IBM Security. "IBM MaaS360 with Watson is the first to bring a cognitive approach to UEM. Tools with augmented intelligence give customers and their end users an advantage over traditional EMM solutions."

According to Gartner: "Even though EMM is designed to take clients' needs past basic MDM, EMM is quickly no longer meeting the requirements for organizations as client computing merges with mobile computing to form end-user computing groups. This has created the need for a single solution to manage both traditional client devices as well as mobile devices." And "Gartner defines a single solution to manage traditional, mobile and EMM-manageable IoT devices as unified endpoint management."²

Download a [complimentary copy](#) of the Gartner report to learn why IBM is again a Leader.

IBM MaaS360 with Watson Provides Innovation for Managing Endpoints

In early 2017, IBM made an industry-changing announcement with the availability of IBM MaaS360 with Watson. This innovation provided IT and Security leaders with cognitive capabilities for managing mobile users, apps, content and endpoints.

IBM MaaS360 provides customers the advantages of:

- **Actionable intelligence** and cognitive insights with Watson
- **Unified management** and security of mobile devices, laptops and IoT
- **Comprehensive support** for OS platforms, including iOS, Android, Windows and macOS/OS X
- **Intuitive approach** to containerization with secure email, browser and universal application catalogs
- **Worry-free scalability** to deploy devices and apps to thousands of users

Identity and Access Management for Endpoints

Continuing on the innovation path, IBM MaaS360 provides integrated Identity and Access Management. This eliminates the need for customers to purchase additional IAM solutions to provide users easy access to native and cloud-based apps.

MaaS360 IAM features:

- **Seamless user experience** with SSO to native and cloud apps from desktop or mobile
- **Conditional access** preventing access from unmanaged or non-compliant devices
- **Instant on** without any installation or infrastructure
- **Flexible integration** supports existing AD and LDAP directories

To experience IBM MaaS360 with Watson and to learn more, take advantage of our [free and instant trial](#). Compare IBM MaaS360's cognitive approach to your limited traditional on-premise or SaaS solution today.

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¹ *Gartner, Magic Quadrant for Enterprise Mobility Management Suites Rob Smith, Bryan Taylor, Manjunath Bhat, Chris Silva and Terrence Cosgrove., 6 June 2017 (Fiberlink acquired in 2013)*

² *IBID*

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