TIGHT SECURITY AND BUSINESS INTELLIGENCE WITH INFOSYS MOBILE APPLICATION MANAGEMENT

Mobility is the new normal in business today. Today's mobile users demand mobile applications that connect them to enterprise resources anytime, anywhere. And the explosion of mobile apps – B2B, B2C and B2E – has given rise to security and management challenges for enterprises. This is more so in the case of B2C apps such as banking, payments, and loyalty where critical personal information is being stored /transacted from the mobile device.

How do MDM, MAM, containerizing, and app wrapping stack up against B2C mobile security requirements?

While Mobile Device Management (MDM) solutions are available, enterprises are realizing that they are simply not enough as they are only relevant when the end device is owned by the enterprise. The challenge comes to the fore when the device on which the app is installed is not owned / controlled by the enterprise. Mobile Application Management (MAM) has emerged as a better alternative allowing users to securely interact with enterprise resources without trespassing on personal apps and data. However, there's a caveat – the architecture of existing MAM solutions is not suitable for consumer applications distributed through public app-stores in B2C scenarios. And conventional approaches such as

containerizing and app wrapping have inherent limitations.

- Containerization-approach-based applications cannot be developed using native SDK
- Container-based applications are not supported as a concept in mobile OS.
- Since there is no standard for wrapping apps, these apps can only be used with the mobility management solution of the vendor that wrapped the app and hence cannot be published on public app stores.

In fact, there aren't many MAM players in the B2C applications management space.

Infosys Mobile Application Management Solution

Infosys Mobile Application Management solution is designed to address the issues that enterprises face with their B2B, B2E, and specifically B2C apps as it supports public app store distribution. It is a middleware that provides enterprises the ability to control and manage applications. It achieves this through:

Transparent two-factor authentication

Ability to remotely disable apps

In app data encryption

Jail break detection

Remote data wipe

Infosys MAM – key features

App delivery	Policy management	Reporting and tracking
Over the air secure delivery and deployment of enterprise apps	Online and offline policy management	Business and application statistics based on usage, deployment

App version management	User authorization	Rule-based governance
Application version control with the choice of mandatory or optional upgrades	User authorization based on user, device, application instance	Access and upgrade management using rules on group and individual properties

Benefits of Infosys MAM solution

Mobile application lifecycle management	Allows you to manage the entire mobile application life cycle from app submission to distribution, provisioning, governance, and retirement.
End-customer confidence	The added security increases customer confidence in using mobile apps.
Control	Offers a single platform for controlling multi-platform apps; it currently supports iOS and Android.
Mobility strategy	Enables enterprises to better plan mobility rollout by utilizing the real-time usage-based analytics on platforms, devices, and OS version support.
Transparency	The system is completely transparent to end-users as no enrollment / on-boarding or additional input is required.
Latency	Minimal latency with sub-second authorization response.

Infosys®
Navigate your next

For more information, contact askus@infosys.com

Infosys.com | NYSE: INFY

Stay Connected   SlideShare