VODAFONE IDEA BUSINESS SERVICES AND IBM COLLABORATE TO LAUNCH SECURE DEVICE MANAGEMENT SOLUTION

- Vodafone Secure Device Manager, powered by IBM Security MaaS360, will cater to all types of businesses in securing their data
- A 24x7 nationwide network of trained resources to provide local support to customers

National, December, 18, 2019: Vodafone Idea Business Services (VIBS), the enterprise arm of Vodafone Idea Ltd. (VIL), country's leading telecom operator, today announced the launch of Vodafone Secure Device Manager (VSDM), powered by IBM Security MaaS360, an Unified End-point Management (UEM). VSDM UEM enables trusted apps and content on any device, on-the-go delivering mobile security for the way people work. As part of the agreement with IBM, VIBS will leverage IBM Security MaaS360 to deliver an AI approach to UEM to enable endpoints, end users, and everything in between — including apps, content, and data.

As more and more organizations move towards a digital workplace, companies need to enable employees with anytime and anywhere connectivity - delivered through a secure environment. VSDM empowers companies with wide array of functionalities like containerisation, secure access to company apps while on the go, ability to push policies, control access to apps while at work, provide content that employees need to be productive while maintaining data security and personal privacy. Through VSDM, enterprises can increase employee productivity by optimizing the functionality and security of devices within the enterprise. All this, while maintaining complete security, visibility and control over each and every device.

The platform, leveraging IBM Security MaaS360 is designed to secure emails, protect devices containing company information used for automating the field sales force, and securing company data and apps on Bring Your Own Device (BYOD) scenario, all while respecting the personal privacy of the employees. The platform is flexible and can be customized to each company's security policies with option of different policies for different employee profiles. The platform provides AI insights and contextual analytics, capabilities to proactively defend against malware and other threats, Single Sign On (SSO) to Web & SaaS Apps on devices, and Business Dashboard for Apps. It also comes with a top-notch user interface for Apps and workspace containers.

KEY FEATURES

- AI capability for malware & threat management
- Industries best user interface for Apps & Workspace container
- Single Sign-on (SSO) with cloud identity to Web and SaaS apps on mobile
- Business Dashboard with App intelligence and reporting

In addition to this, VSDM offers extremely affordable pricing with OPEX billing, regular auto-updates, an AI Powered Advisor for prioritization and prescriptive response to contextually relevant insights, highly customizable and managed services, VIBS back office specialist team support at every step, as well as a 30-day free trial with unlimited licenses.

Commenting on the launch, **Anil Philip, EVP- Products, Solutions and Partnerships, Vodafone Idea** said, *"Our strength lies in providing Enterprise mobility solutions which is the key for promoting digital workplace. The rising trend of BYOD and increased security threat of data stored in the cloud and transferred over networks highlights the need for a product like VSDM. It will enable organizations to be*

more productive by ensuring flexibility and mobility to its employees without having to worry about data safety. We are happy to partner with IBM to offer VSDM to support our enterprise and small business customers in their endeavour for data security and digitalization."

Vaidyanathan Iyer, Security Software Leader, IBM India South/Asia, said, *"Thousands of enterprises worldwide rely on IBM Security MaaS360 as the foundation for their mobile initiatives. VSDM, powered by IBM Security MaaS360, helps organizations to increase employee productivity, by optimizing the functionality and security of mobile devices within the enterprise, while simultaneously protecting the corporate network. Further, with AI capability, companies will be empowered to manage malware and get proactive threat management. Vodafone Idea Limited's reach and expertise coupled with IBM's proficiency in data security can be leveraged to help enterprises secure their devices, prevent malware and permit seamless scalability."*

Vodafone Secure Device Manager can be used on BYOD / Company Owned, Company Paid (COCP), irrespective of company policy on mobility. This hybrid solution will enable enterprises to secure any data leakage through employee smartphones, tablets, laptops, and desktops. VSDM will also provide a Managed service model, through which the product can be activated within 24 hours allowing enterprises to secure their data.

VSDM is available for Large Enterprises, Government & SMB's with features catering to their specific business needs and policies.

About Vodafone Idea Limited
Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G, and 4G platforms. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India.

For more information, please visit: https://discover.vodafone.in/business/enterprise-solutions/enterprise-mobility/vodafone-secure-device-manager

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