

A photograph of a modern, multi-story building with a prominent, ornate tower. The building has a light-colored facade and many windows. The sky is clear and blue.

## Unified Ecosystem Management - Delivering a Better Enterprise Experience

Drive efficiencies for IT while delivering the best possible experience for end users

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Today's corporate user has multiple devices for work. Users are consumers. They have phones, tablets and computers to stay more connected and productive than ever. And, it is common for users to want/choose the same brand across their computer, tablet and phone to take advantage of the interconnected experience brands such as Microsoft, Google and Apple are all working to create. We can no longer debate whether the end user experience matters. So, how can IT give end users the experience they want, without creating more work for themselves?



## BALANCING THE END USER AND IT EXPERIENCE

What does a user-centered approach to IT look like? It focuses on the individual. Which device are they most familiar with? How long does it take to access the tools they need to get their work done? Can they truly work anywhere, anytime? And perhaps most importantly – are they productive?

Customizing the work experience for end users requires an intense focus on delivering positive and seamless interactions across all of the devices they touch – including determining where, why and how specific devices are used. It might seem like a daunting task for IT, given that different devices from the major platforms – Microsoft, Apple and Google – all have distinct methods to provision, encrypt, manage settings and purchase software.

Regardless of which platforms you offer, or allow your users to bring, if device management is viewed through the lens of how to create the best intended, and desired, experience for end users, then management strategies and tools should focus on the nuances of each ecosystem accordingly.

With the right tools, IT can optimize management tasks without compromising the functional benefits of end user devices. The best place to start? The beginning of the user experience: setting up a new device.



## MICROSOFT OFFICE 365 ON A MAC: AN ENTERPRISE USE CASE

It seems like every week we hear another story about a breach at a major organization and about the personal information and data that is stolen. No one can argue the importance of the corporate identity and how that is the first and most important thing to protect. And for that, Microsoft has a very unique set of capabilities in Microsoft Office 365 and Azure Active Directory (AD). This Microsoft Modern Workplace offering enables teamwork and creativity for users across all of their devices – including Apple – with a simplified infrastructure and the security companies need. Great for IT.

Now, consider the experience for an end user running Microsoft Office 365 on a Mac. Typically, when users power on a new Mac, one of the first steps is to set up their Mac “account” comprised of a username and password. However, if they are using Office 365, they also likely have Azure AD credentials.

A more user-centric experience would be to simply set up the Mac account using the employee’s Azure AD credentials that they already know. This simplifies life for end users by enabling them to enter only one set of credentials to access their Mac and immediately use cloud-based services registered with Azure AD – like Office 365.

With major platforms like Microsoft and Apple, you have an identity and a device. You shouldn’t need two identities. Using Azure AD identity creates a better experience for the Mac user and a more secure enterprise environment for IT. It’s a win-win. By focusing on the end user experience at each stage of the device lifecycle, IT can improve user satisfaction and streamline IT efficiencies.



# User-Centric Device Management: Jamf and Microsoft

When you look at the enterprise, the two dominant, fastest growing ecosystems in business today are Microsoft and Apple. To manage and secure your organization while providing a great productivity experience, you need a management solution that is keeping up with you and your modern workplace. Microsoft and Jamf, the solutions most customers use and love, are integrated to give you that experience.



Exclusively focused on Apple, Jamf is helping organizations succeed with Apple. Jamf consistently provides day-zero support for all operating system upgrades (compatibility PLUS new feature support), expert Apple support, the largest community of Apple IT admins (Jamf Nation) and professional services to ensure your success with Apple. Jamf's dedicated focus on the Apple ecosystem has resulted in a 95 percent customer retention rate.



Manages, secures and enables the modern workplace across platforms, unlocking creativity and team work. It delivers a great modern desktop experience with Windows 10 and Office 365, kept up-to-date with the latest feature updates, provides the most productive and secure computing experience, with the lowest total cost of ownership (TCO). IT will love the efficiency of delivering a modern desktop and users will love having the full potential of Microsoft 365 at their fingertips. With cloud-powered analytics, simplified updates that save time, and advanced security, Microsoft manages your devices to keep up with your business needs.

## Jamf and Microsoft Together: Unified End User Management

The mix of devices in organizations has evolved. It is now imperative that organizations support both the Windows and Apple ecosystems, which are the dominant platforms in the enterprise. This begs the question, how do you manage multiple ecosystems within a single environment without compromises? With the power of the cloud. This requires purpose-built tools that unify the management experience for IT (single pane of glass), but also deliver the intended native user experience that each ecosystem brand designed.

How do you effectively manage Mac + Windows + everything else you have? You integrate the two best-of-breed standards in device management. In 2017, Jamf and Microsoft partnered to integrate Jamf Pro, the standard in Apple management, with Microsoft Intune. The initial integration included the ability to share inventory data, apply conditional access and offer remediation paths, ensuring that trusted users are accessing corporate data from trusted applications on trusted devices.



## INVENTORY

Because the need for a holistic view into your environment is undeniable, the partnership between Microsoft and Jamf offers that – but without compromising management functionality. Commonly referred to as a single pane of glass, you want the status of all your endpoints, the ability to generate reports for your senior management and get a 360-degree view into your inventory. With Microsoft and Jamf, you can sync all Mac inventory from Jamf Pro into Intune. No need to run separate reports for Macs.



## CONDITIONAL ACCESS

Every organization wants to ensure that only trusted users, on trusted devices, using trusted apps get access to their data. Conditional access allows organizations to define criteria for identifying unmanaged and non-compliant devices and set-up processes to remediate them. Each time access to data is requested by way of a cloud-based service (i.e., Office 365), conditional access is able to determine if the request is in fact coming from a trusted user, on a trusted device with a trusted app.

With extensive Mac inventory data from Jamf in place, Intune now evaluates compliance, generates a compliance report, and Azure AD enforces conditional access to protect company resources, like Office 365 data, email, documents, or any application that uses Azure AD for authentication.



## REMEDiation

If a Mac device is “identified” as non-compliant, it is blocked, and users are provided with a friendly remediation experience through Jamf Self Service, an app catalog with access to resources, content and apps. Users are given an easy way to secure their Mac on their own and gain access to their apps and data.

# A Look to the Future

While you can consolidate Apple inventory from Jamf in Intune today and enforce conditional access with remediation, we intend to further extend our integration to include:



## AUTHENTICATION

Now with Jamf Connect, formerly NoMAD, users can log in to a new Mac with Azure Active Directory credentials, eliminating the need to create and manage a local username and password on an end user’s Mac.

This will simplify life for end users by enabling them to enter only one set of credentials to access their Mac and immediately use cloud-based services registered with Azure AD (e.g., Office 365). Account setup and synchronization with Azure AD will happen automatically behind the scenes.