Magic Quadrant for Unified Endpoint Management Tools

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UEM tools continue to mature as buyers migrate PCs away from legacy client management tools. I&O leaders responsible for mobile and endpoint strategy must evaluate these capabilities along with UEM tools' ability to perform modern management of PCs and management of mobile devices.

Strategic Planning Assumption

Adoption of Windows 10, Google Chrome OS and Apple macOS will drive the need for a combined endpoint management console in greater than 70% of organizations by 2024.

Market Definition/Description

Gartner defines the unified endpoint management (UEM) tool market as a set of offerings that comprise mobile device management (MDM) and modern management of traditional endpoints (PCs and Mac).

In addition, our definition includes — and this year's Magic Quadrant heavily emphasizes — integration with client management tools (CMTs) and processes.

This is because of the ongoing migration of PCs from legacy CMTs to UEM that Gartner witnesses in a majority of end-user organizations. The complexity of this task has driven the decision to add CMT functions and integration to the inclusion criteria for 2019's Magic Quadrant.

UEM tools act as a single console to manage the aforementioned device types, and allow for scalable management of a broad and diverse set of endpoints to:

- Provide a single console to configure, manage and monitor traditional mobile devices, PCs and device management of Internet of Things (IoT) assets.

- Unify the application of data protection, device configuration and usage policies.

- Provide a single view of multidevice users for enhancing efficacy of end-user support and gathering workplace analytics.

- Act as a coordination point to orchestrate the activities of related endpoint technologies such as identity services, security infrastructure and CMTs.

Baseline capabilities of UEM tools include:

- MDM, consisting of:

- Provisioning: Configuration of Android and iOS devices, distribution of mobile applications, update management, and assistance with device life cycle management

- Auditing, tracking and reporting: Providing device hardware and software inventories, auditing settings, and usage to verify compliance with enterprise policies and manage assets

- Enterprise data protection: Applying controls for data encryption, mitigating data loss, handling data remediation, and expediting employee hiring and termination

- Modern management of personal computers (PC), consisting of:

  - Direct management of the following platforms, using OS-native management libraries:

    - macOS (required)

    - Windows 10 (required)

  - Interaction with existing CMT infrastructure or the inclusion of CMT features to facilitate the co-management of PC devices and/or the migration of devices and policies from CMT-based management to UEM-based management

Additional, but not required, features include the following areas:

- Direct management of a subset of nontraditional devices, such as:

  - Android-embedded devices (including, but not limited to, wearables)

  - Windows-embedded devices

  - Devices running IoT-specific OSs

  - Proprietary or nonproprietary IoT gateways

  - Chrome OS devices

- Analytics capabilities, including:

  - Gathering and monitoring various telemetry from users, apps and devices

  - Using these "signals" to inform policy and policy-related actions

- Inclusion of and/or integration with identity and access management infrastructure

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IBM

IBM, headquartered in the United States, offers its UEM product, MaaS360 with Watson, a Security product under the IBM Cloud and Cognitive Software division. Security is a core element of IBM's messaging and product development, and the company continues to broaden its approach to the market with a greater focus on user productivity.

IBM has taken advantage of its broad software portfolio to combine MaaS360 with adjacent IBM products in areas such as mobile threat defense (MTD), security information and event management (SIEM), and identity as a service (IDaaS) to address several related capabilities in a single product. Additionally, IBM has used its Watson AI expertise to deliver analytics designed to help customers identify and triage issues with devices managed by MaaS360. The automatically generated reports help surface critical issues that require attention. The reports can be customized with filters for issues based on geography and vertical industry. IT operations teams seeking to take on UEM without needing additional staff to administer the tool have called the feature highly valuable.

IBM leverages deep integration between MaaS360 and BigFix — which was sold to HCL in 2019 — to extend a rich set of CMT capabilities into the MaaS360 offering. IBM has continued internal development of capabilities in MaaS360 to enable coexistence with third-party CMT products beyond BigFix.

MaaS360 is a good fit for customers that want a SaaS-based UEM tool that has integrated mobile security and can automate some of the steps required to determine and maintain an ideal compliance and management posture across devices.

Strengths

- The addition of coexistence with third-party CMTs, along with group policy object (GPO) migration capabilities, creates new opportunities for IBM to pursue traditional CMT customers outside of the BigFix community as a bridge toward modern management.

- Customers continue to report that MaaS360 is easier to implement than other UEM solutions.

- MaaS360 provides several policy templates through a wizardlike interface that uses AI to deliver benchmarked reports that enable customers to configure and validate their environment against peer and published practices.

Cautions

- IBM will continue to make IP BigFix CMT intellectual property integrated into the product available to existing licensees through the end of their contract. The vendor will lose full control of cross-selling between the two products.

- MaaS360 is SaaS-only; it does not provide an on-premises management option. However, the solution does offer an on-premises access gateway for email and other applications.

- While IBM maintains a strong global presence, MaaS360 is sold primarily in North America and, to a lesser extent, in EMEA, with only a small footprint in other regions.