

# How Spectralink's AMIE complements your EMM



ADVANCED MOBILE  
INTELLIGENCE  
FOR ENTERPRISES

You've decided to put Spectralink Versity Smartphones in the hands of your users to make \*their\* lives better, but how do you improve the experience of managing your mobility solution for your Telecommunications and IT Administrators?

Traditionally, IT Administrators have relied solely on an EMM (Enterprise Mobility Management) system to manage their organization's mobility solution, whether a BYOD consumer device or an enterprise-grade solution. These systems often have a complicated user interface and lack key features to improve how devices can be managed and issues troubleshooted. In addition, EMMs are often only managed by IT Administrators, preventing Telecom Administrators from having access to the tools to troubleshoot device issues. Spectralink's AMIE fills in the gaps and serves as a genuine complement to an EMM system to remove frustration and improve the work lives of IT and Telecom Administrators.

## What is an EMM?

**EMM (Enterprise Mobility Management) is a collective set of policies, practices, and technology solutions that allows organizations to manage and control mobile devices for corporate use.** EMM allows IT Administrators to control the way mobile users, devices, and apps interact with the corporate network to create a balance between productive mobile workforce operations and information security.

EMM systems were created after it became popular for workers to use their personal devices as communication and information tools on the job - otherwise known as bring-your-own-device (BYOD). This gave IT Administrators a unique challenge to solve: how could they secure and track the confidential information stored on employees' mobile devices without impeding on the flexibility and productivity they rely on to conduct business? EMM emerged as the solution, helping IT take control of the business-related applications and data stored on employee devices and maintaining a secure communication environment.

## What is an MDM?

MDM (Mobile Device Management) is often used interchangeably with EMM, but it actually is a critical component of an EMM. An EMM solution helps oversee every aspect of the mobile device, including data, apps, and access management, whereas the MDM component is specifically for managing the organization's device configurations and policies.

IT Administrators use MDMs to manage key security features on their organization's devices. Without it, IT Administrators could not control what apps users put on a device, push applications out to users, encrypt device storage, maintain a standard-setting across user groups or the enterprise, enforce strong password protection across devices, lock or wipe a device if lost, and much more.

**In simple terms, EMMs are all-encompassing solutions that help secure critical business data, while the MDM component is the part of the EMM responsible for managing and securing the mobile device.**

## 5 ways AMIE Streamlines Device Management

1. Use the Spectralink Application Manager and bulk provisioning through the BizPhone app to expedite deployment (5 min/phone with SAM vs. 24 min/phone with just an MDM)
2. Use SysUpdater to easily update Versity software
3. Take advantage of Spectralink's VoWi-Fi call quality optimization technology through the VQO app
4. View device logs to assist in troubleshooting issues
5. Quickly set up a replacement device with the original device settings using copy configuration

## Why AMIE?

If your organization already has an EMM – and therefore an MDM – in place, why do you need AMIE? **AMIE serves as a true complement to the capabilities of an EMM and helps reduce IT and Telecom Administrator frustration by simplifying key steps in device management – it just works.**

Spectralink's AMIE is available in two tiers. AMIE Essentials offers tools like Spectralink Application Management, battery management, and logging for device troubleshooting. AMIE Advanced includes everything in AMIE Essentials, plus adds proactive monitoring, analytics, and device and network troubleshooting capabilities.

EMM	AMIE Essentials	AMIE Advanced
<ul style="list-style-type: none"> <li>• Policy management</li> <li>• Approved/Deny list for apps</li> <li>• Push apps to the device</li> <li>• Remotely lock/wipe the phone</li> </ul>	<ul style="list-style-type: none"> <li>• Quick Spectralink app configuration with Spectralink Application Manager (SAM)</li> <li>• Battery health monitoring</li> <li>• Device management with SysUpdater and logging servers</li> <li>• Access to Spectralink's proprietary VQO technology</li> </ul>	<ul style="list-style-type: none"> <li>• Proactive monitoring and alerting</li> <li>• Call quality monitoring</li> <li>• Device location throughout the campus</li> <li>• Device utilization planning</li> <li>• AMIE Essentials features</li> </ul>

## How does AMIE fill in the gaps of EMMs and simplify device management?

- AMIE is intuitively designed and easy to use.**

Traditional EMMs can be complicated to navigate and manage. The AMIE dashboard has a user-friendly interface and is easy to navigate. The AMIE Essentials Spectralink Application Management feature makes it easy to configure Spectralink applications across an entire fleet of devices with just a few clicks.
- AMIE empowers Telecom Administrators to manage Spectralink phones.**

Typically, EMMs are managed by IT Administrators, but AMIE can also be accessed by Telecom Administrators to troubleshoot and manage phone systems independent of the EMM and without relying solely on the IT department, separating their responsibilities and making it easier for them both to do their jobs.
- AMIE Essentials includes Batch and Copy Configuration.**

  - Configuring devices through an EMM must be done one by one. With AMIE Essentials, you can configure devices in groups with batch configuration, saving time and headaches for your Administrators.
  - When setting up a replacement device, AMIE Essentials uses copy configuration to sync the settings of the old device to the replacement device. EMMs do not have this capability.

- **AMIE Essentials features true battery management.**

AMIE Essentials offers IT and Telecomm Administrators more visibility and access to tools for monitoring battery health and preventing the end-user frustration of batteries dying mid-shift. AMIE Advanced continuously monitors the health of each battery and will alert a user if a battery is at end of life as soon as it is inserted into the device to ensure the bad battery is removed from circulation.

- **AMIE Advanced offers true call quality monitoring and helps simplify troubleshooting network versus device issues.**

Without AMIE Advanced, Administrators would rely on an estimation of network performance from neighboring access points in the ceiling, which are not an accurate representation of the true end-user experience. AMIE Advanced measures call quality in real-time from devices in users' hands and provides side-by-side metrics of devices versus access point performance for accurate insights into whether the issue is with the network or the device itself. This removes the guesswork and helps Administrators immediately get to the root of the problem.

- **AMIE Advanced offers more accurate device location throughout a campus.**

In the AMIE Advanced dashboard, view a floor plan map of your organization to determine the last AP your device interacted with, and accurately pinpoint the location of the missing device. And since our Spectralink devices are designed to serve as a network probe every 5 seconds through AMIE, this location information will be quite accurate.

There is a different purpose for each tool, but they work best when used together!

It's not "EMM vs. AMIE", but truly "EMM only" vs. "EMM + AMIE Essentials & AMIE Advanced."

## About Spectralink

As an award winner in mobile technology, Spectralink has been transforming the way our customers work and communicate for 30+ years. Through our determination to do extraordinary things, we enable mobile workforces and empower our customers and partners to explore what's next, what's possible. With our enterprise grade, best-in-class mobile solutions, we are with our customers wherever they work, however they need us. Our people, commitment to innovation and our passion are our foundation for success.

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