



While No One Was
Looking, Everything Changed:

The Evolution of Endpoint Management

Part 2: The Dell Approach to Endpoint Management

Introduction: Cutting through confusion



The first paper on the Dell Manageability PoV broke down the emerging challenges and opportunities in client management. This second paper continues the journey into the world of modern management with practical advice about strategies and solutions, to help IT leaders understand how they can improve their IT ecosystem and end user experience based upon decades of Dell experience in helping customers manage their devices.

Organizations often approach endpoint management with the perspective of not changing something if it isn't broken. Management is important but not urgent until something in the environment changes dramatically. A 'teachable moment' occurred however during the rapid shift to work-from-home, causing many to implement changes almost overnight. Now organizations are trying to make sense of what's needed going forward as the temporary situation looks more like it will become permanent.



In our experience, many organizations are discovering that evolving business models, technologies and expectations mean that

Older tools and processes limit adoption as technology shifts.

This leads to operational inefficiencies, increased security risks and economic losses directly related to insufficient endpoint management. Organizations are seeking to adopt newer technologies and services which improve efficiencies while maintaining security and operational postures.

Expectations have shifted from simply managing devices to managing experiences.

Yesterday's priority was ensuring that devices were kept up to date and secure while working in the office. Today's priority is ensuring that end users have devices that are performing well, regardless of whether they are remote or in the office.

Remediation requires quick action.

Often organizations don't have the luxury of days to remediate an issue. Even actions like patch deployment need to happen more quickly than before to mitigate risk, without impacting the end user's productivity.

Security is the top endpoint management priority.

BYOD, multi-endpoint management, and remote work create constant challenges to keep devices secure. Security pressures are forcing organizations to rethink their processes, tools, and even their internal structures. If security does not cover multiple operating systems and multiple clouds, then the organization is not secure.

Comfort with established tools, technologies, and processes can mean that change feels risky. Few organizations have the wherewithal to do a complete overhaul. They need to build on what is already in place without impacting operations. Yet evaluating new technologies can be an arduous process, as vendors capabilities can look strikingly similar. Modernizing without taking on more risk with vendors not yet proven in your environment can be a dicey proposition.

We often hear from our customers that knowing where to begin is difficult. Having a partner in this process who has long term version and expertise in endpoint management will help guide your organization to the solutions that modernize while minimizing risk.

The Dell Perspective on Client Device Management

As a leading client system vendor, we've worked with every kind of organization, public and private, small and large, globally and locally. We are committed to understanding our customers' challenges, helping them solve problems and grasp opportunities, and giving them the perspective – the depth and breadth – needed to succeed.

Dell takes a practical view of endpoint management that is not tied to just one vendor's strategy. We understand that to achieve outcomes with real value, **customers must have flexibility to choose what technology and services they use, including their endpoint management software.** Dell has long invested in a set of tools optimized for the management of Dell devices, as well as partnerships with the leading endpoint management software vendors. Through regular working engagements, we continually develop new capabilities in our tools, build APIs to work with other tools, and influence the direction of third-party client management system roadmaps to ensure the best possible management for Dell devices.

We took the view, decades ago, that we could best serve our customers with a diverse mix of in-house capabilities as well as deep knowledge of third-party platforms. Dell helps organizations with their asks, moving them away from stagnation and uncertainty toward more functionality, fixes, and fundamental change, through several solutions approaches

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Telemetry – using the data from endpoint to manage operations and outcomes
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Dell Tools and Services including Dell TechDirect, SupportAssist and ProSupport
- 
Dell Client Command Suite
- 
Key integrations with UEM applications
- 
Expertise





Telemetry management

All endpoint management rests on a foundation of telemetry. Dell client devices constantly capture a wide range of datapoints, including information on hardware utilization, application utilization and crashes, device stability and device age. This telemetry can be used to proactively identify problems and opportunities, improving support analysis as well as providing a rich source of data for deep analytics into fleet health, post-event analysis, and even procurement. Telemetry gives organizations more opportunity to automate monitoring and management, respond quickly when issues arise, and solve problems before they interfere with operations, all of which contribute to a positive user experience.

Telemetry is utilized by a wide variety of Dell tools and services as well as various third-party endpoint management platforms due to the work we do with those vendors through integrations. As new features and capabilities emerge, Dell enhances the telemetry on offer to administrators so they can gain added insight and control.



Dell Tools and Services

Organizations have the choice to use vendor-provided tools and services to amplify their own internal processes, improve efficiencies and enable access and use of telemetry and data from the client devices. Dell provides several tools and services directly addressing endpoint manageability.



- **Dell TechDirect:** The right tool to gather data and gain insight is a must to ensure the right action. For example, Dell's TechDirect¹ service captures client data and presents it in a portal, letting you see organization-wide client health, identifying gaps and weaknesses for management and mitigation, boosting your ability to manage tech support users and requests.

You can also manage custom update catalogs within Dell TechDirect. This cloud-based collaboration feature allows IT Admins to build, store, and share updated catalogs via a cloud console, allowing all elements of an ITOps team to tailor system updates specific to their environments without manual intervention or duplicated effort.
- **Dell SupportAssist:** It's also important to talk about a tool we've already mentioned, SupportAssist². Dell SupportAssist is the first automated proactive and predictive support solution for PCs and tablets that lives in the cloud and spans multiple Internet connected sites, giving you a global view of your organization. It gives you a simple way to package driver, BIOS, and application updates, update and optimize your fleet, and make informed decisions based on deep insights and proactive alerts.
- **Dell ProSupport:** Every Dell commercial client device comes with ProSupport³, our proactive, predictive and reactive support offering that looks after business-critical applications and workloads. Based in part on telemetry powered predictive, automated tools, it gives you cross-domain expertise with a single point of accountability for all your hardware and software issues.

¹ <https://tdm.dell.com/portal>

² <https://tdm.dell.com/portal/about-device-management>

³ <https://www.delltechnologies.com/en-us/services/support-services/prosupport-enterprise-suite.htm>



Dell Client Command Suite

For organizations that want a cost-effective approach to systems management, the Dell Client Command Suite⁴ helps IT minimize complex, confusing, time-wasting and error-prone processes for organizations seeking a lot of control if they have sophisticated admins comfortable with CLIs. It's included with all Dell commercial computer systems and provides tools for discrete systems management. Many customers appreciate the value Client Command Suite offers, especially if they're bandwidth constrained. It's a powerful, flexible and customizable platform that's the right fit for many organizations.

⁴<https://www.delltechnologies.com/en-us/systems-management/client-command-suite.htm>



Key Integrations

For organizations that have elements of or full implementations of Microsoft or VMware endpoint management suites, Dell offers integrations with VMware Workspace ONE and Microsoft Intune (SCCM).

VMware Workspace ONE

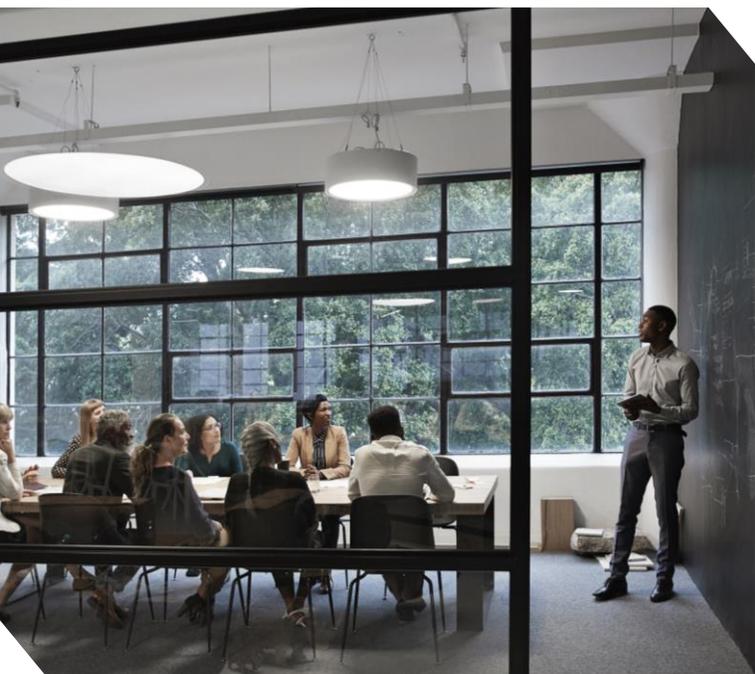
Dell and VMware are tightly integrated at multiple levels. For example, administrators can integrate Command Suite tools directly into the Workspace ONE console for ease of use. SafeBIOS integration means that VMware Workspace ONE administrators can use VMware Carbon Black Audit and Remediation to identify and fix compromised BIOS images.

vmware®

Microsoft Endpoint Manager

The Dell Client Command Suite seamlessly integrates with Microsoft Intune and SCCM for customized management of Dell systems. Dell integrations include console extensions for key tools and features, native Microsoft support for BIOS, driver, and firmware patches, integrated driver catalogs and imaging tools, and robust on-premise monitoring and management of Dell endpoint devices for added simplicity and efficiency.

 Microsoft



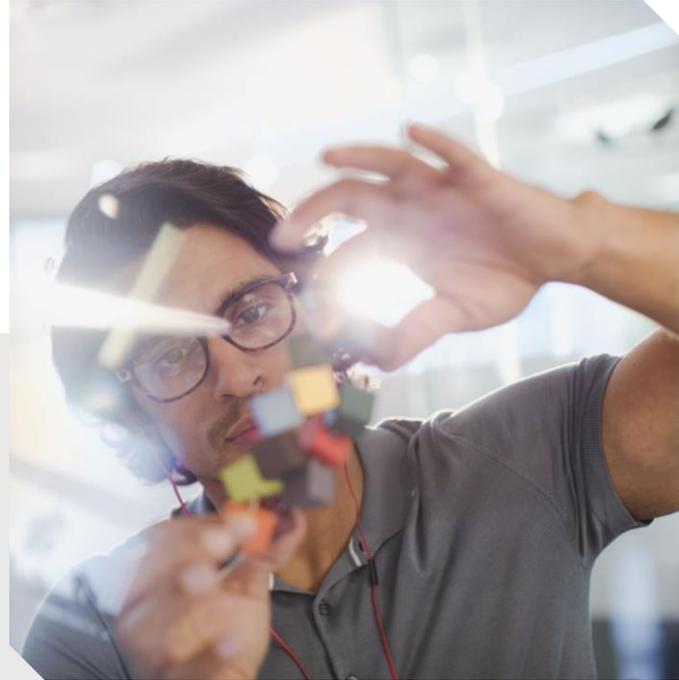
Expertise

Dell provides endpoint management specific salespeople and engineers around the world. We're accustomed to helping solve narrowly focused problems, move organizations from outdated strategies or technologies, and work to devise and deliver the right solutions at the right time, for the right price.

With decades of experience through thousands of customer engagements, Dell brings a solid combination of data delivery, endpoint device functionality, tools, integrations, and expertise, with services to support the entire lifecycle of the device.

Unified Endpoint Management (UEM) from Microsoft, VMware, and others

Many organizations use a UEM tool suite, with Microsoft mentioned most frequently as the solution they use to manage client devices. Each UEM has its advantages; Dell aims to provide customers with the capabilities to use in the tool of their choice through integrations of key data and functionality.



Microsoft

If you polled a sample size of IT professionals and asked them to name an endpoint management vendor, the first company to come to mind would be Microsoft. After all, since 1994, Microsoft has been in the endpoint management game, starting with Systems Management Server, transitioning to System Center Configuration Manager in 2007, to Endpoint Manager in 2019 and consolidating within Intune in 2022.

Microsoft Endpoint Manager combines disparate platforms – Intune (optimized for cloud) and Configuration Manager (originally built for on-premises requirements) along with enhanced enterprise mobility and security capabilities. With a strongly device-centric approach, whether on-premises or in the cloud, Microsoft delivers a robust set of features and functions. Some of the features which lead organizations to choose Microsoft include:

- Tight native integration at Windows, Active Directory and Office 365 levels that provide insights and security advantages.
- Stability and performance gains through reduction of third-party plugins and agents.
- A “single pane of glass” administrative experience for on-premises, cloud, remote and server endpoints.
- One security configuration experience with consolidated endpoint licenses for endpoints without engaging the ITOps team.
- Forward-thinking and well-supported product strategy with ongoing updates based on customer demand.

Though Microsoft is a leader with great breadth and depth, there are caveats. Like most powerful, feature-rich applications, their offerings tend to be complicated, intended for experienced and specialized admins. They can also change very quickly as developers add new features and functionality. Many organizations feel as though using Microsoft UEM tools comes with a need for expert guidance and ongoing management to maximize the value of the platform. Working with a trusted partner can help offset these issues, and Dell offers services to help you better leverage the power of Microsoft endpoint management.⁵

⁵<https://www.delltechnologies.com/en-us/services/managed-services/managed-workplace-services/device-management-mem.htm>



VMware takes a less device-centric approach in favor of supporting remote workers with a suite of tools that work across multiple devices and locations, with the aim of unifying employee workspace experiences. VMware Workspace ONE offers a comprehensive package that includes device management, single sign-on, remote support, remote access, endpoint security, analytics and automation, and virtualization. VMware also has leading solutions for mobile device management, which many organizations include in their device management operations.



Their core strategy – Securing application delivery to End – Users – Offers some compelling advantages, including:

- Seamless integration of modern and traditional management techniques.
- A clear-cut balancing act between device posture and compliance and identity context for native apps, web apps, and remote apps.
- One-touch, do-it-yourself, password-less single sign-on (SSO) for any app in the organizational catalog, using certificates to establish trust, regardless of whether a device is managed by IT.
- Extensive support for operating systems and applications beyond Windows, including Android, iOS, and macOS. Their aim is to “support any device – Even devices that have not been invented.”
- Flexible deployment, including on-premises in the cloud, and hybrid, with some components on-premises and others in the cloud.
- Extensive support for complex integrations, including third-party identity, remote access, ITSM, and many others.

Workspace ONE adoption is less than Microsoft, particularly in established organizations, as many of the Microsoft components are free or bundled with their productivity suites. Many organizations have also used components of Microsoft Endpoint Manager, such as SCCM or Microsoft Intune, for years. They're familiar with the products and capabilities, skill sets are easier to come by, and the tight integration with Azure, Active Directory, Windows 10 and Office 365 makes Microsoft Endpoint Management appealing.

Other client system management solutions...

And of course, many other vendors provide some or all of the functionality that VMware and Microsoft deliver. Some are popular in specific geographies, while others are aimed at the needs of smaller organizations or public sector organizations. It's safe to say that alternatives to Microsoft and VMware do exist, are obviously used by organizations, and do offer value. If the largest modern endpoint management software suites don't offer the functionality your organization needs, there's probably a way to get it from another software vendor.

Discovering the Dell difference: Offerings, Integrations and Expertise

The Benefits of an Integrated Approach

Dell's endpoint management experts work with hundreds of organizations around the world to identify goals, define challenges, uncover opportunities and develop plans for a modern, tailor-made approach. Working with organizations, we use an endpoint management framework that can deliver these advantages

Awareness



Building on client telemetry, you'll be able to see more, be aware of more, manage and mitigate more. You'll identify problems faster and make data-driven decisions that inform staffing, skill development, and even procurement. Telemetry – triggered solutions that help you gain better insight faster provide specific optimization actions, leading to improved results.

Control



Your reach is increased with a simpler way to manage everything, everywhere instead of working within silos. You'll be able to span cloud and conventional clients with one set of tools while staying aware of what's happening with mobile devices.

Efficiency



Tool consolidation, process streamlining, and automation reduce time and redundancy. Workflows are simplified, IT staff have more space to breathe, and you have fewer problems due to staff shortages or skill set gaps.

Security



Through technology integrated from the endpoint to the console, you'll have an ecosystem that's secured and compliant, cutting the risks of being compromised by malware, ransomware, and other threats.

Agility



Gain faster identification and resolution, putting you in a better position to recognize problems quickly or solve them before they happen, make sure systems are operating smoothly, and improve operational responsiveness. You're also in a better position to implement device enhancements and updates quickly and seamlessly.

Expectation alignment



Instead of disappointing leaders, end users, and customers, your endpoint management ecosystem will be better aligned to everyone's expectations. Devices will perform better, authentication will be easier, updates less disruptive. Your leadership and end-user Net Promoter Scores go up, with a favorable impact on employee retention.

Ongoing innovation



As new features and functions are developed, your organization will be in a better position to adopt enhancements over time.

In short, we position you and your organization to solve problems, reduce risks, and pursue new possibilities.

Takeaways

Over these two papers, we've taken you on a journey through the depths of modern endpoint management. As we close, we want you to take away several key points that, regardless of whether you engage with us for endpoint management, you'll benefit from.



First

Most organizations need a distinctive approach that considers their starting place, their competencies, problems and priorities. A one-size-fits-all approach or just buying a suite to solve the problem isn't the optimal approach.

Second

Be clear on your short- and long-term goals. What do you want to gain – Efficiency, more control, enhanced security, less downtime, faster and less time-consuming updates? Most organizations would say all – but see the above first point. By prioritizing which goals matter most to your organization, you can help determine which tools and technologies you need.

Third

Now is the time to set yourself up for future success because all the vendors are innovating rapidly. Whether you decide on an incremental change or a substantial shift, you have an opportunity to leverage rapid innovation.

Fourth

Making a real difference is a real possibility. Even over just the past few years, innovations have given organizations new ways to monitor, manage, maintain, and protect their rapidly changing ecosystems of endpoint devices.

Finally

As you've seen, **Dell's strategy is open minded, augments systems management vendor capabilities where needed, and gives organizations a range of accelerated advantages others can't match.**

Thanks for reading. If you're interested in learning more about how Dell can help you modernize your endpoint management environment, visit www.dell.com/command or contact your Dell Technologies sales representative.