



# The Computerworld Honors Program

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## Final Copy of Case Study

**YEAR:**  
*2012*

**STATUS:**  
*Laureate*

**Organization:**  
U.S. General Services Administration (GSA)

**Organization URL:**  
[www.maas360.com](http://www.maas360.com)

**Project Name:**  
The A3 (Any Device, Anywhere, Anytime) Strategy

**What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?**

The U.S. General Services Administration (GSA) is effectively the largest landlord in the world. It manages the entire inventory of all federal government buildings. Real estate and operational costs are significant expenses for the federal government, and also an opportunity for savings. In some cases, federal buildings have been utilized to only 50 percent of capacity. However, the entire building continued to require heating, cooling and other overhead costs. By enabling more teleworkers, re-allocating office workers and using buildings to full capacity, the government had the opportunity to consolidate and optimize its real estate assets and save taxpayers a great deal of money. The GSA A3 strategy aimed to migrate the agency to a mobile IT solution, freeing staff members from their desks by replacing desktop computers with laptops, smartphones and tablets. This would enable GSA employees to securely access email, network resources and collaboration tools outside of their firewall. Fiberlink's MaaS360 Mobile Device Management (MDM) platform enabled the GSA to secure, manage, inventory and monitor these devices from a cloud-based console. MaaS360 meets the critical need for each device, such as patching for laptops or safeguarding smartphones and tablets that can easily be lost or stolen. Another component of the A3 strategy was to take a leadership role in achieving sustainability in government organizations, based on the White House-mandated vision to work toward a zero-environmental footprint. The goal is for the GSA to be the flagship government agency of the future. MaaS360 enables the GSA to perform intelligent power monitoring and management to

significantly reduce electricity costs in government buildings. The benefits of such savings translate to literally billions of dollars. MaaS360 is a critical component of the strategy.

**Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.**

GSA's A3 strategy employed MaaS360, a cloud-based enterprise device management service. MaaS360 provides comprehensive capabilities to manage and secure laptops, desktops, smartphones and tablets throughout the entire life cycle. All the necessary components for advanced device and application management are included and fully integrated, allowing the GSA to rapidly roll out the solution to thousands of endpoints. With integrated reporting and analytics, MaaS360 provides GSA centralized visibility and control for actionable insights into its entire enterprise device landscape. MaaS360 was selected by GSA as one of three cloud initiatives required by the Office of Management and Budget's "Cloud First" policy -- the government's cloud migration initiative -- for its ability to increase efficiency and reduce operating costs. In less than one week, GSA successfully deployed MaaS360 to more than 16,000 endpoints to provide visibility into hardware, software and security implementations of each system. The GSA now has insight into a variety of information such as antivirus DAT files, MS Windows patches, encryption, system firewalls, VPN usage, custom reports on security settings, power management and Windows 7 migration readiness. The next step involved nightly shutdown of workstations to conserve energy when devices are not in use. MaaS360 manages power settings for all GSA workstations and infrastructure servers. Energy consumption, down to the device, by location, was collected. For the first time, exact cost consumption for these devices is available. GSA is also using MaaS360 for mobile device management to seamlessly deploy smartphones and tablets to increase telework and reduce real estate costs. MaaS360 enables the GSA to enforce passcode policies, configure mobile device restrictions, perform remote lock and full wipe, selectively wipe data, provide a self-service portal, enable an application catalog, automate compliance management and handle mobile expense management. MaaS360's performance exceeded the expectations of the program.

**Please list the specific humanitarian benefits the project has yielded so far.**

By powering down unused machines and getting people out of government facilities and into the field, MaaS360 is helping cut energy consumption and costs for taxpayers. The number of GSA employees involved in the telework program has increased and power consumption is down, and the mission is a success. The GSA signed a landmark telework agreement with its staff. It will serve as a blueprint for the entire federal government. By using MaaS360 to manage mobile devices, the GSA and subsequent agencies will enable all workers to telework. This turns the table on past policies, where only approved staff members were eligible for telework. The government has significantly reduced its carbon footprint and saved in energy bills. Initial estimates of the cost savings from this program are in excess of \$400,000 for the GSA alone. Upon rollout to other government agencies, the A3 strategy's ROI can be measured in billions of dollars.

**Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.**

The GSA continues to define new standards for improvements across all government agencies. Its A3 strategy, enabled by MaaS360, will redefine teleworking and the work/life balance. It will help initiate a new era for government workers and reduced overhead, which benefits everyone from agency employees to taxpayers. The GSA A3 strategy will become the de facto mobile

working standard for the entire U.S. government. The value provided by MaaS360 will only further expand in time. The benefits in the areas of teleworking and energy savings will intensify to further reduce costs across government agencies. Mobility will play a bigger and bigger role in the government, and MaaS360 will be central part of the strategy.