Today’s Agenda

• The Enterprise Mobility Conundrum
  – Today vs. Yesterday

• Impact of Bring Your Own Device

• Moving Beyond Mobile Device Management
Moving Beyond Mobile Device Management
A Walk Down Mobility’s Memory Lane

1973

1990s

Today
The Enterprise Mobility Conundrum: Yesterday’s View

People – Who should have a device?

<table>
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<tr>
<th>IT vs. Non IT</th>
<th>Executive Suite</th>
<th>Line of Business</th>
<th>Title / Responsibility</th>
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Applications – What should be mobilized?

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<tr>
<th>Email</th>
<th>Line of Business Applications</th>
<th>Field Service/Fleet Management</th>
<th>FMC / mobile UC</th>
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Devices – What platforms should be supported?

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<th>Android</th>
<th>BlackBerry</th>
<th>iOS</th>
<th>Symbian</th>
<th>webOS</th>
<th>Windows Phone</th>
<th>Other?</th>
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The Corporate Honeycomb

- Customers
- Employees
- Partners
- Virtualization
- The Cloud
- Revenues
- Legal
- Profitability
- Security
- Governance Risk & Compliance
- Supply Chain
- Enterprise Apps
The Balancing Act

Strategic

CTO

CIO

Tactical

Traditional IT Staff

Traditional Business Staff

Technology

Business
Poll Question #1

• Describe your organization’s approach to BYOD:
  a) We have a program and are managing devices
  b) We permit employee-owned devices but are not managing them
  c) In process of developing a program
  d) Employee-owned devices are not permitted; we are blocking access to corporate resources
The BYOD Conundrum

- How do you control what you don’t own?
- Shifting from CapEx to OpEx (for all the wrong reasons)
- Out of control costs
- Is it really secure?
The Enterprise Mobility Conundrum: Today’s View

People – Who should have a device?

Apps – What should be mobilized?

IT vs. Non IT

Executive Suite

Line of Business

Title / Responsibility

Applications

Devices – What platforms should be supported?

Email

Line of Business Applications

Field Service/Fleet Management

FMC / Mobile UC

Application Platforms

Android  BlackBerry  iOS  Symbian  webOS  Windows Phone  Other?
The (Mobility) Grieving Process

Shock & Denial

Pain & Guilt

Anger & Bargaining

Depression, Reflection and Loneliness

The Upward Turn

Reconstruction & Working Through

Acceptance & Hope

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Three Pillars Of Enterprise Mobility

Enterprise Mobility Planning (Refresh Rate: Ongoing)

The core issues that your organization must **constantly** visit and revisit.

They go beyond any one mobile device or application and focus instead on the long term vision and business aspects of the mobile workplace.

Enterprise Mobility Management (Refresh Rate: 36-60 Months)

Regardless of what strategy your organization has developed, there is a set of operational tools and processes that **must** be in place once a plan has been put into operation.

Mobile Lifecycle Management (Refresh Rate: 12-24 Months)

MLM is a **device-centric view on mobility**, focused on the tools and processes organizations must master to ensure that mobile information is delivered to the right devices at the right place, at the right time, and performing as expected.
Enterprise Mobility Planning

- Planning what? Devices or application deployment?

- Delivering on mobility needs to take an IT Service Management approach for business process management and improvement

- ITSM is a discipline for managing IT systems, philosophically centered on the customer's perspective of IT's contribution to the business and is the antithesis of "technology for technology's sake."

- ITSM should impact both the planning and delivery phases of the mobile strategy
Enterprise Mobility Management

Mobile Inventory / Asset Management
Wireless Expense Management
Mobile Operations Management
Mobile Application Management
Mobile Security Management
Mobile Help Desk
Mobile Lifecycle Management

- MLM is very similar to traditional IT lifecycle management...with the key exception being that the mobile device may not have been procured by the employer.

- Regardless of who procured the mobile device, the IT department needs to have a plan and tools in place for its inclusion into the corporate infrastructure, throughout the lifetime of the device.
Poll Question #2

- Describe the measures you’ve taken to manage mobile applications on devices (select all that apply)
  a) Pushed applications
  b) Implemented a Blacklist/Whitelist for our users
  c) Leveraged Apple Volume Purchase Program (VPP)
  d) Set up an enterprise application catalog
  e) Have not begun managing applications
Mobile Device Management

- MDM solutions should provide the IT department the ability to configure, update, or restore a device.
- MDM is about making sure the device is “enterprise ready”.
- This is separate and distinct from any application management or security capabilities (e.g. remote wipe/lock).

- Automated Device Activation and Configuration
- Certificate Management
- Feature / Functionality Management
- OTA Backup
- Firmware/OS Updates
- Policy Management & Update
Wireless Expense Management

- Organizations, particularly those with large scale adoption of mobile devices need to optimize the plan rates and ensure that no money is left on the table.

- Organizations need to have better visibility on how many devices are corporate liable vs. individually liable.

- All too often, organizations don’t know how many devices they have, as well as how many lines are being paid for but remain unused, under-used or over-used.

- While the vast array of mobile plans offers great flexibility for individuals, it also creates the opportunity for sub-optimal subscriptions.

- “All you can eat” mobility plans are still cost prohibitive and are not necessary for all employees.
As mobile devices become managed more like traditional PCs, organizations will need to leverage scalable tools for deploying "standard" applications.

Much like there are standard images for laptops, IT departments will also need to provide their employees a standard set of applications and configurations to help their employees maximize the benefits of their mobile devices.

Also, as mobile applications become more pervasive, IT departments will need to explore ways to ensure that employees are limited in what they can install and remove from their mobile devices.
Poll Question #3

- What is your organization doing to manage mobile devices?
  a) Combination of a native app (Apple Configurator, Google Sync) and Exchange ActiveSync
  b) 3rd party Mobile Device Management (MDM) solution
  c) None of the above
Conclusions

- Mobile platform consolidation is not here yet
- Mobile device form factors will only increase
- More applications will find their way on non-corporate devices
- Mobile security and mobility management are paramount
- Mobility management doesn’t need to be complicated
- The linchpin will be mobility policies
  - That comes from the strategy
All Enterprise Devices - Captured, Managed, Controlled

- **MDM for iOS, Android, Windows Phone and BlackBerry**
  - Support, Secure, Monitor, Manage and Measure
  - Integrate with Exchange, Lotus Notes, Office 365

- **Mobile App Management**
  - Distribution/VPP, Enterprise App Catalogs, Blacklisting/Whitelisting, Lifecycle Management

- **Mobile Expense Management**
  - Group-specific Policies, Self-serve Monitoring, User Alerts, Extensive Reporting

- **Secure Document Management**
  - Protect Private Information On the Go
We do it in 5

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