



Mobile Security

Market Trends and Best Practices

24 May 2013

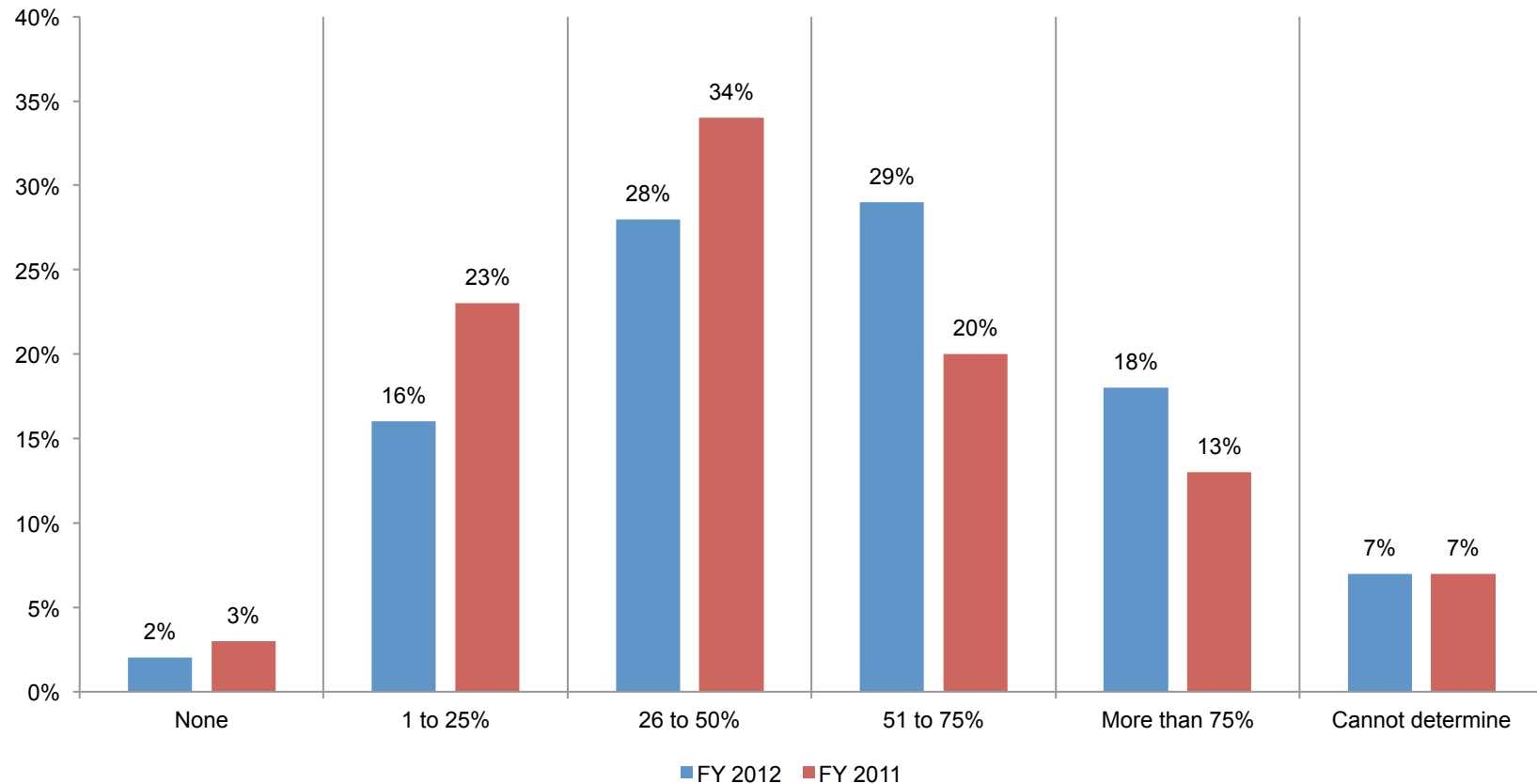


Agenda

- **Mobile Market Trends**
- Mobile Security Challenges
- Mobile Security Options
- Mobile Security Best Practices

BYOD Growing Rapidly

Personal mobile device use in the workplace



47 percent of respondents say that more than half of their employees are BYOD



Source: Ponemon Institute, 2013 State of the Endpoint study, December 2012

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Mobile Trends

By 2015, smart device **shipments** to exceed **1 billion** units

76% of organizations support **BYOD**

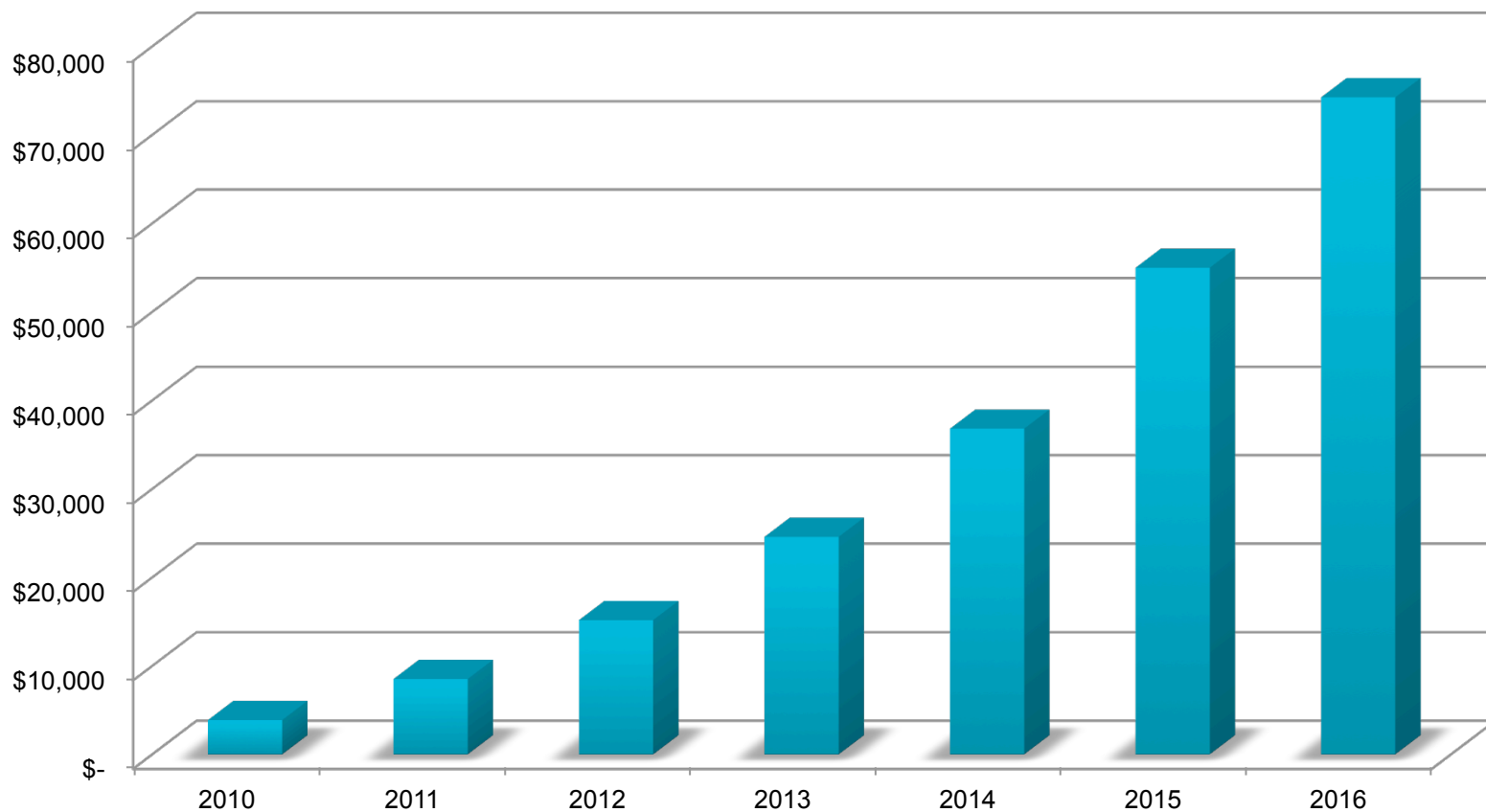
By 2015, mobile app projects **outnumber PC app projects by 4:1**

50% of employees take **business data** onto **personal devices**

Security implications of supporting smart devices concern **43%** of IT executives

Mobile Apps Have Taken Off

Worldwide Mobile App Store Total Revenue (\$M)



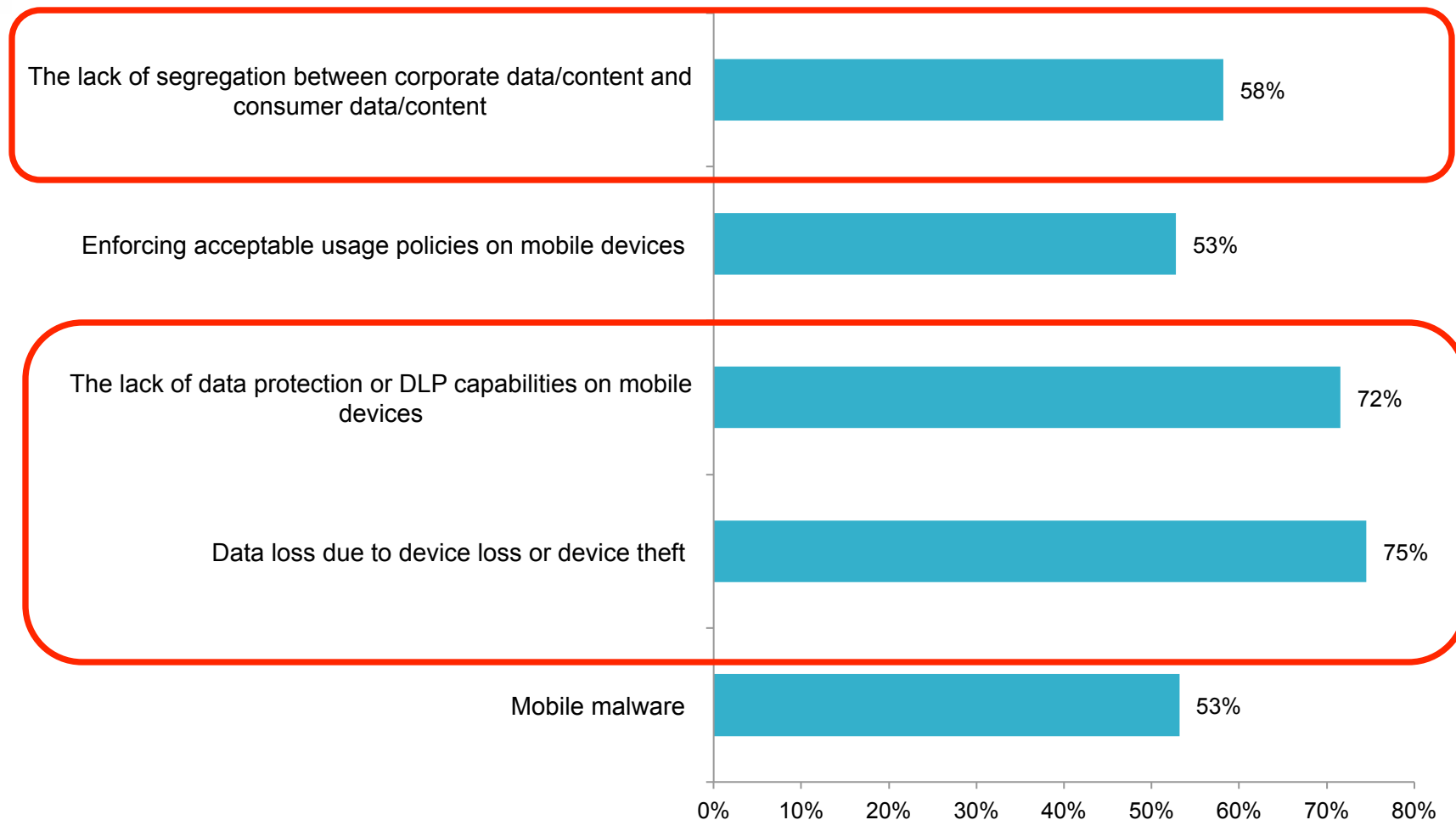
Source: Gartner, Market Trends: Mobile App Stores, Worldwide, August 2012

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Agenda

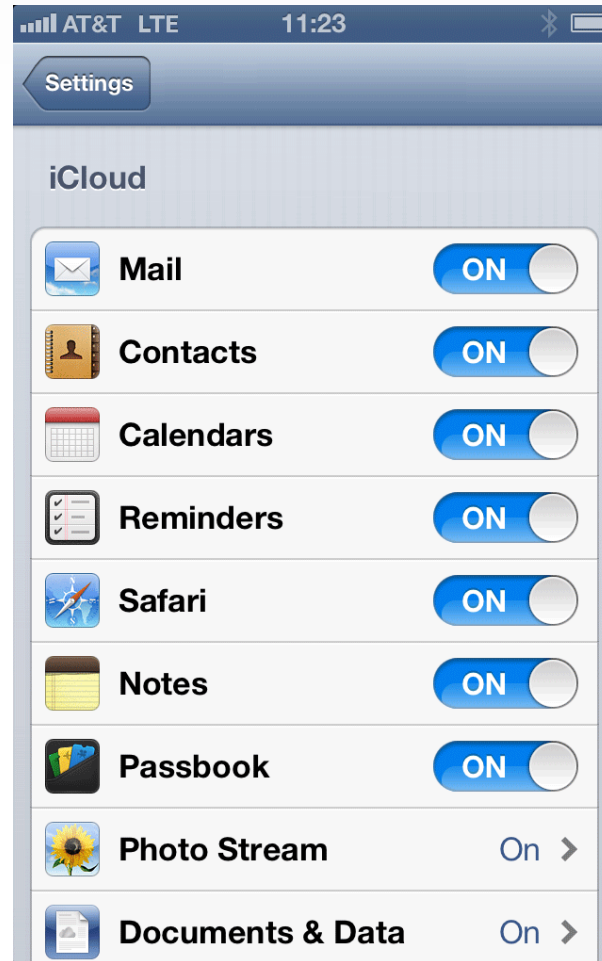
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- **Mobile Security Concerns**
- Mobile Security Options
- Mobile Security Best Practices

Data loss & lack of data segregation are top concerns



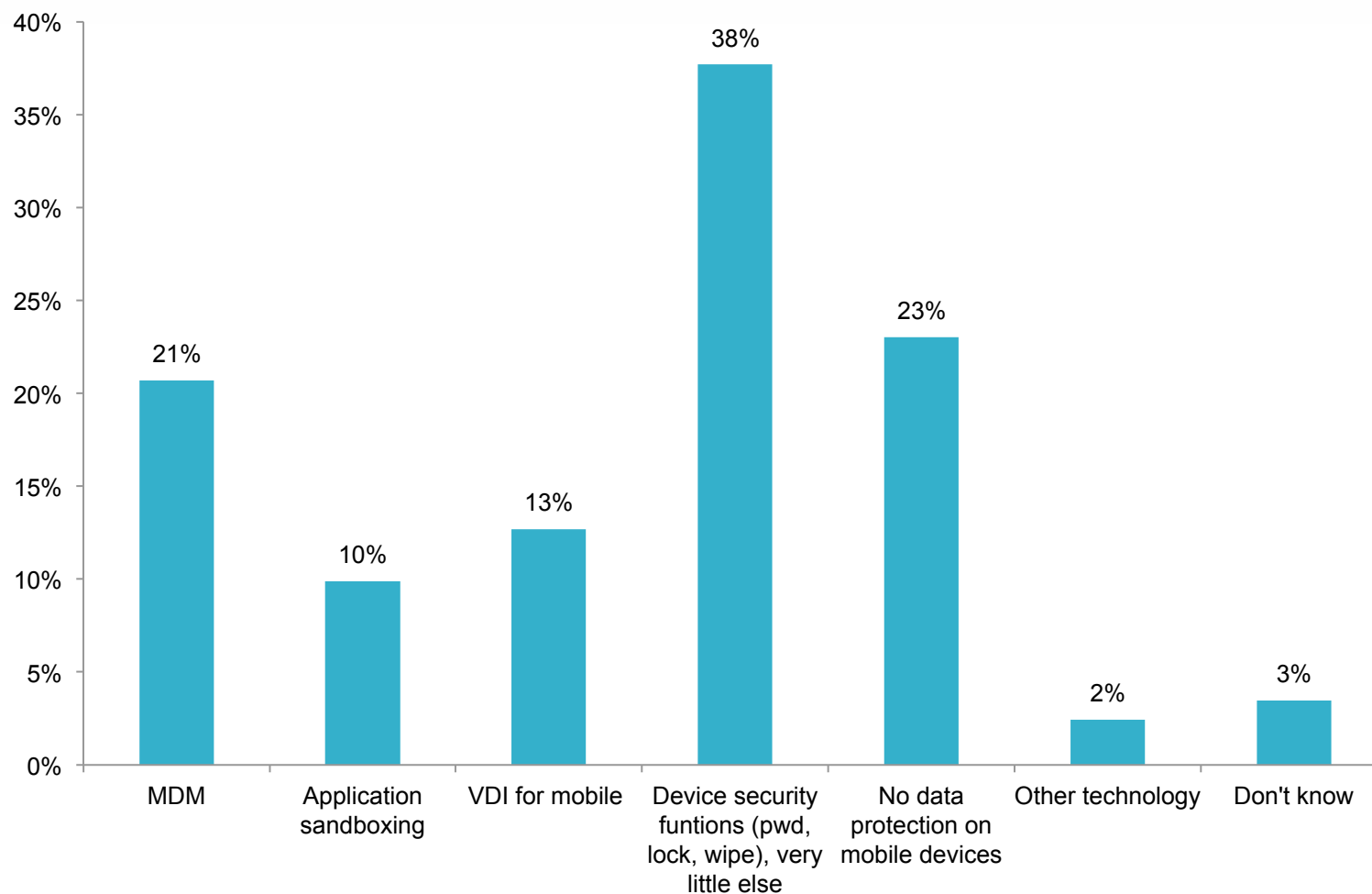
Base: 859 IT security decision makers. Source: Forrsights Security Survey, Q2 2012

No Separation of Personal & Work



**Email, contacts,
appointments –
includes personal and
corporate data**

Deployed Protection Measures Not Mature

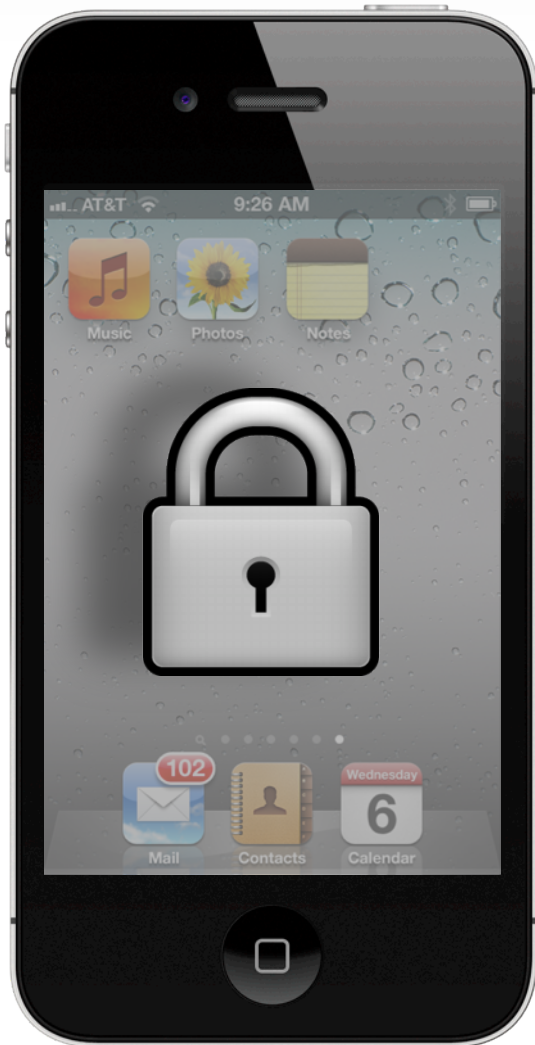


Base: 1103 IT security decision makers. Source: Forrsights Security Survey, Q2 2012

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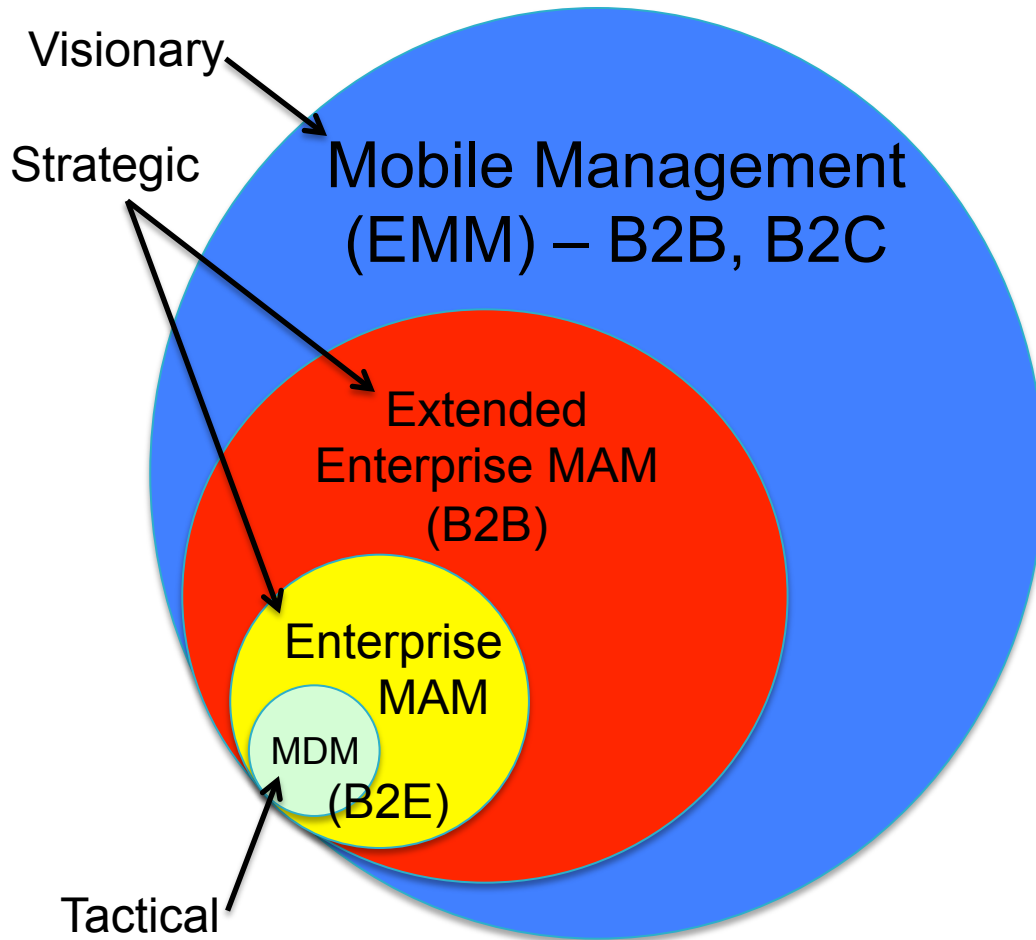
Mobile Device Management (MDM)



- Initially the only tool available
- Appropriate for specific situations
 - Corporate-liable devices
 - Kiosk / retail devices
- Often inappropriate for growing classes of devices
 - Devices you don't own – i.e., employee-owned (BYOD), extended enterprise (distributors, business partners)
- Potential privacy implications

Misses the point.
It's about the data, not the device.

Mobile Management Market is Evolving...



...and so is the customer

- IT/Security began by solving tactical security problems with MDM
- LOBs now creating apps for non-employees & need distribution (no MDM)
- Wrapping technology shifts buyers and users

Collaboration is Critical

Table Stakes



Email



Calendar



Contacts

Competitive Advantage



Forecasts



Rh Analyzer



Productivity



Approval



Shuttle

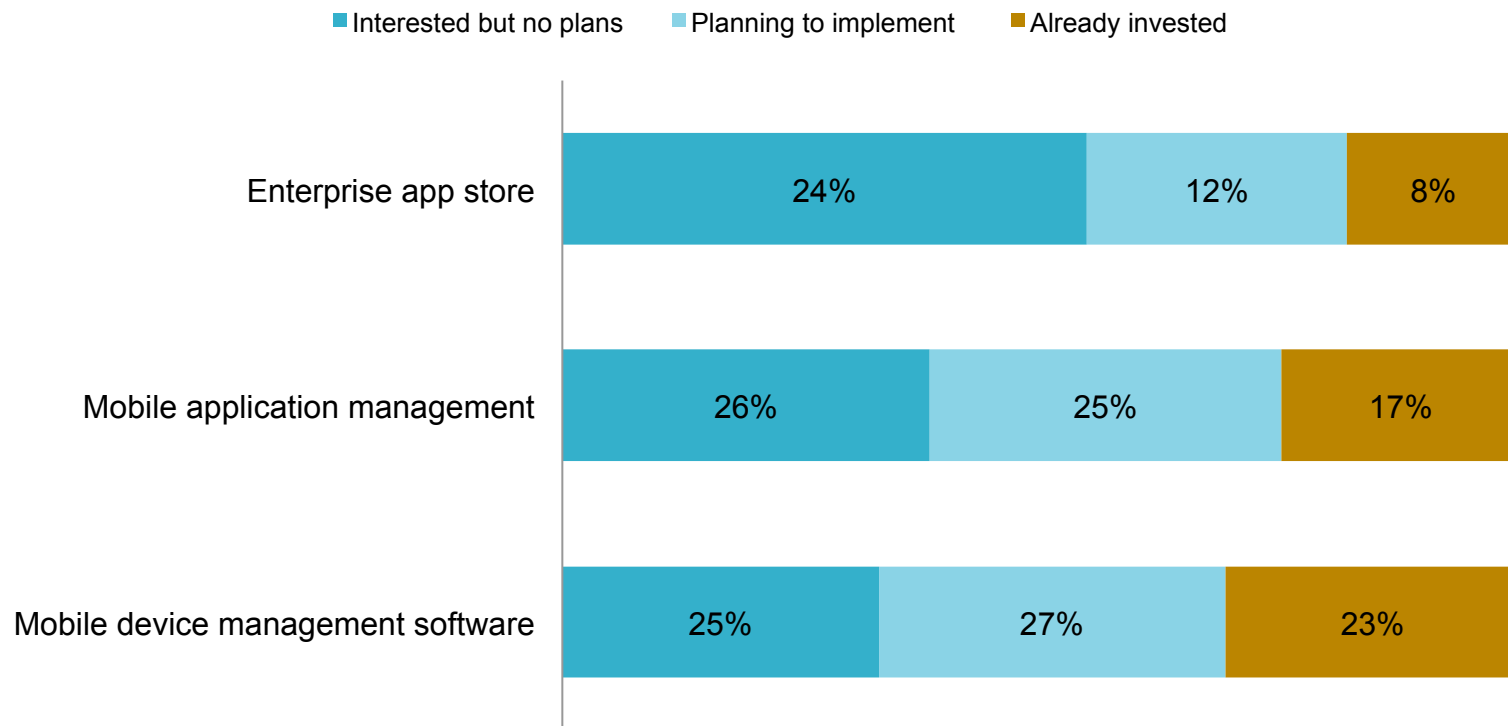


Inventory

... and much more.

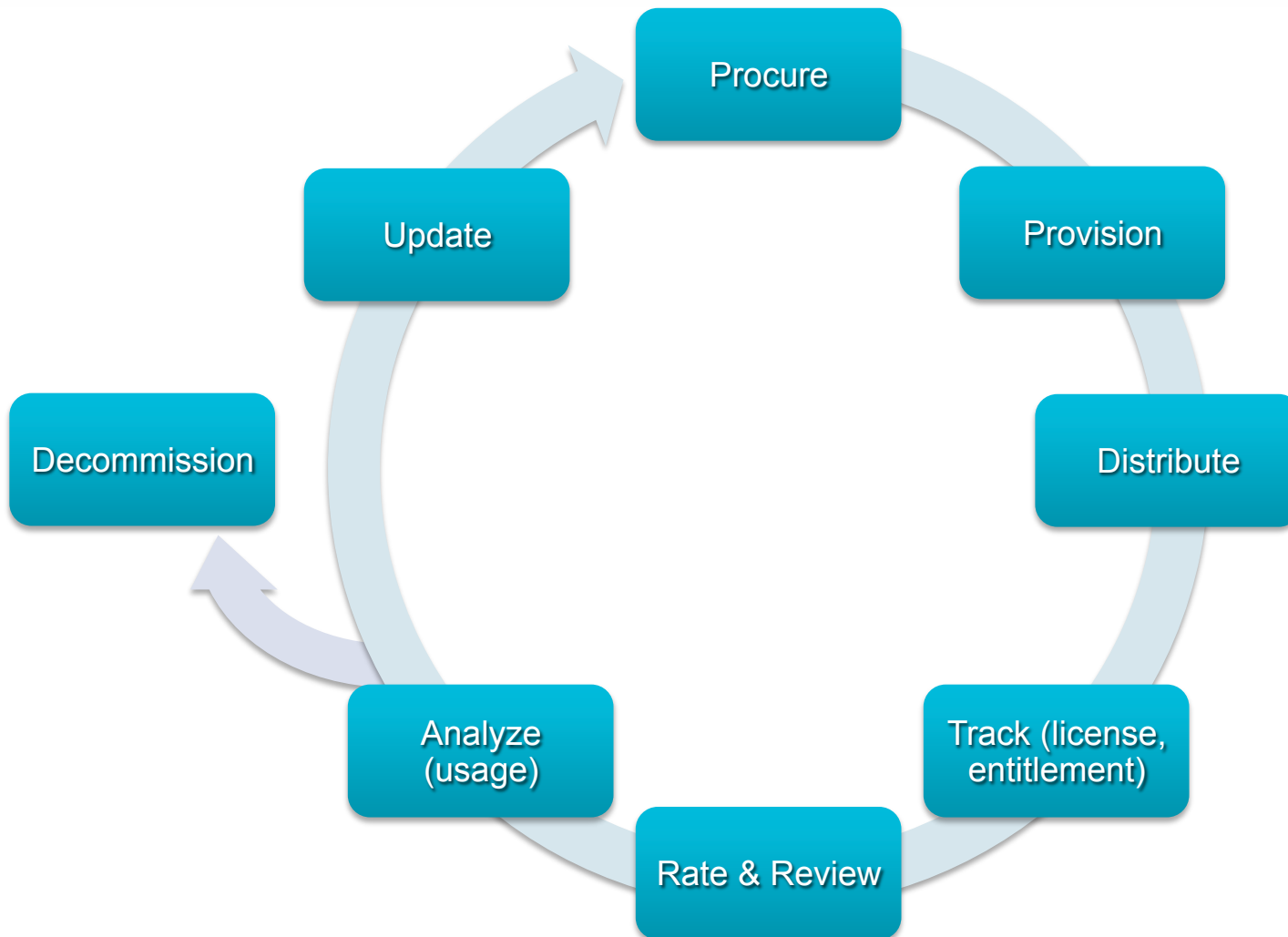
MAM gets a lot of mindshare

What are your firm's plans to adopt the following mobile technologies?



Base: 1282; Source: Forrester's Forrsights Hardware Survey, Q3 2012

Mobile Application Lifecycle



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Recommended Mobile Security Best Practices

1. Understand use cases

- What do people need to be successful in their role?

2. Secure application data

3. Enable secure workflows

4. Automate management to reduce risk and cost

Understand Use Cases



Executive

BYOD
Personal tablet
Board docs



Sales

BYOD
Personal tablet
Customer deck



Nurse

Corporate liable
Share tablet
Patient records

Secure Apps and Data



Containerize App!

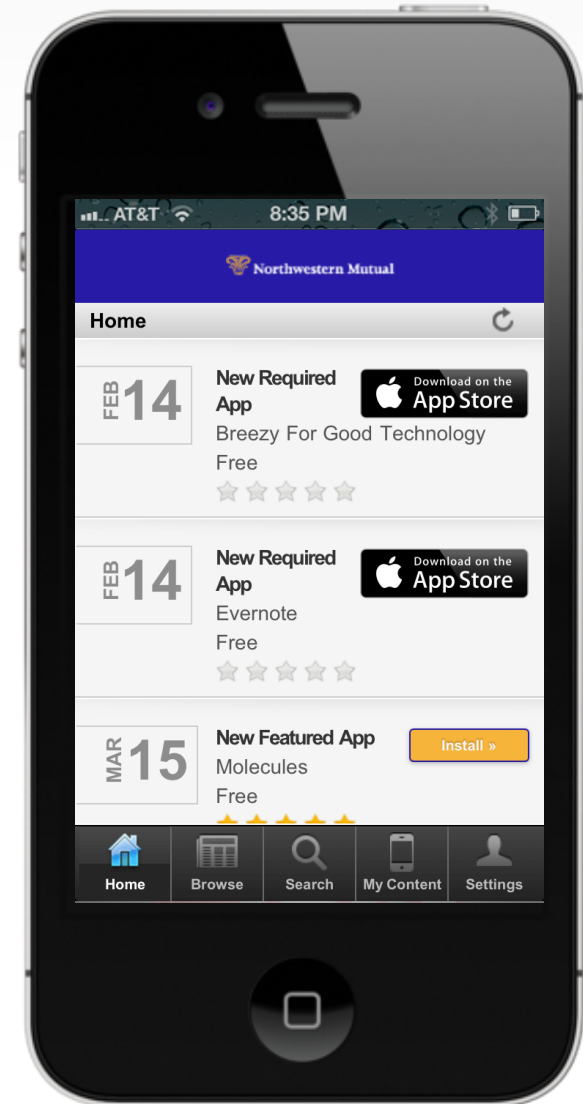
- Separates personal from corporate
- Controls at the app level
- Application password

The right Container

- Minimizes data loss even if the device is compromised
- Lets IT say “yes” to users!
- Enables secure workflows

Enterprise App Store

- Moral equivalent of disk image for mobile devices
 - Employees know what's approved
- Private, brandable, enterprise app store
 - It's your enterprise's face on the mobile device
- Consumer-like experience
 - Ratings & reviews, search/browse, categories
- Employees and beyond
- IT management of user device not required



Enable Secure Workflows

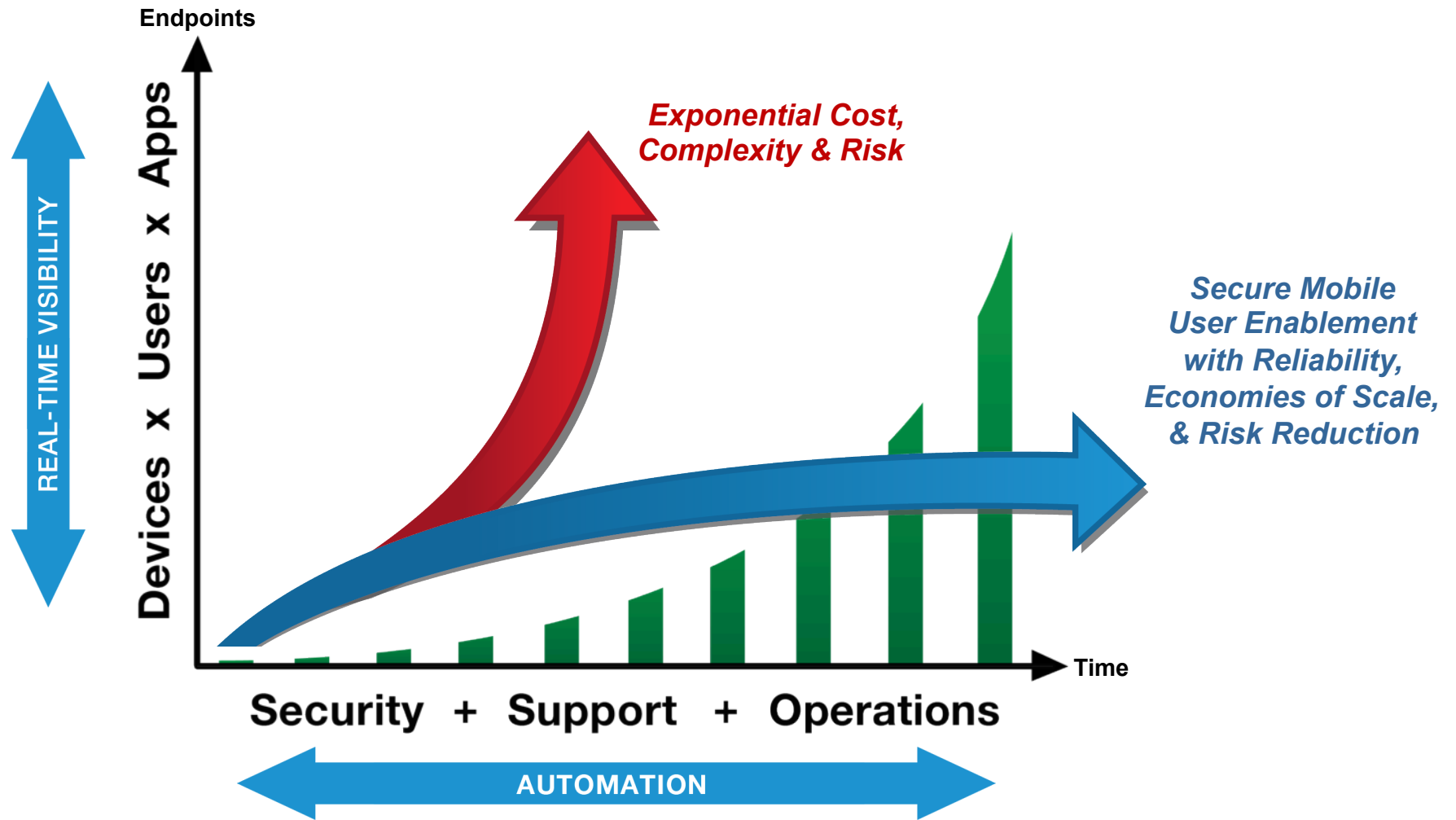
Industrial Manufacturer Workflow



- Increased employee productivity
- Lowered equipment costs

- Constant information protection
- Higher production yields

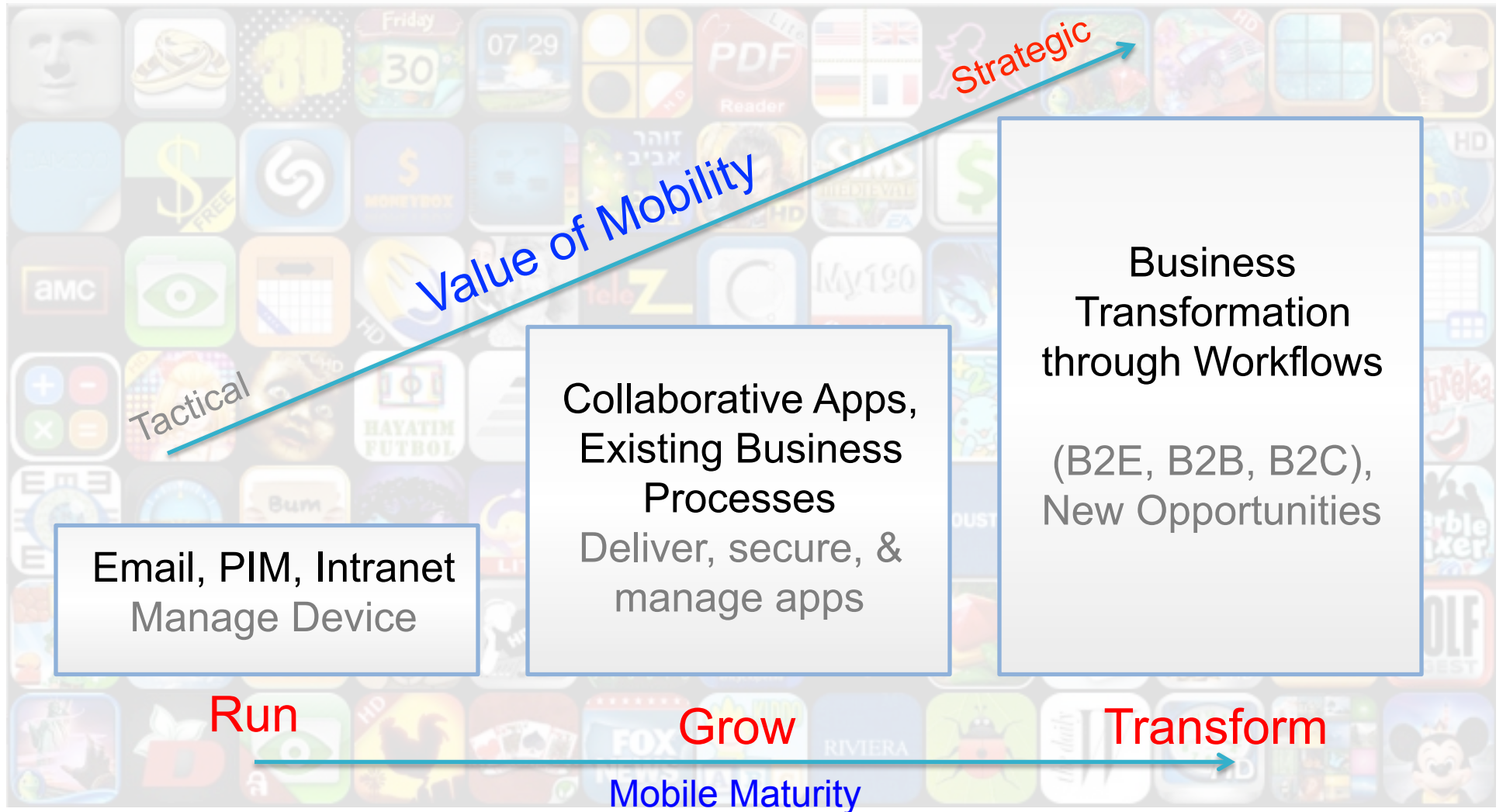
Automate Management



Summary

- 1 BYOD is here – it's all about the apps
- 2 Embrace and transform
- 3 Mobile security is an enabler
- 4 Security and user satisfaction are not mutually exclusive

Company Mobile Maturity Journey





Thank you

