



Managing a Diverse Mobile Workforce through the Cloud

Jim Szafranski

SVP, Customer Platform Services

MaaS360 by Fiberlink



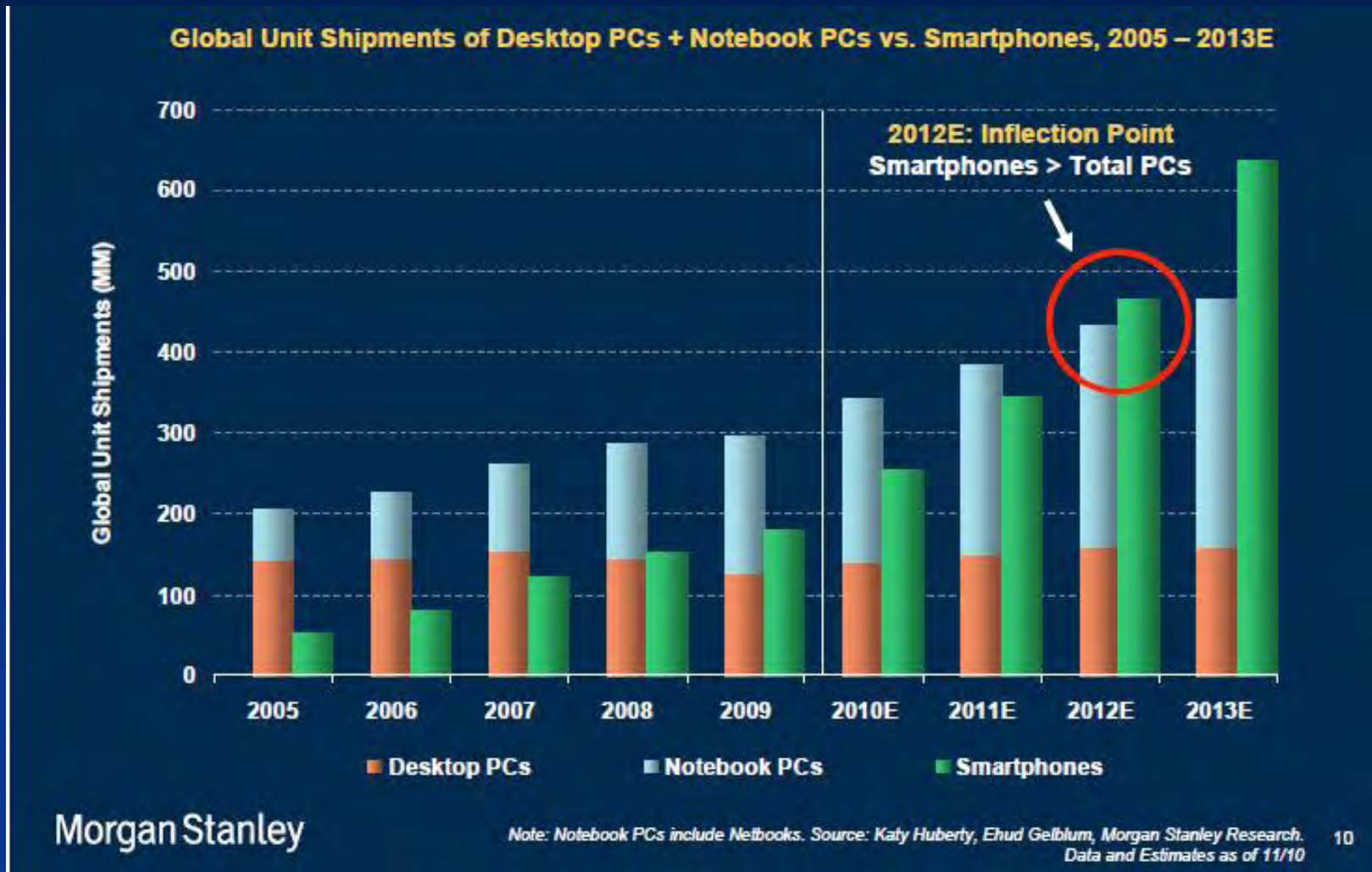
Some rough numbers to start

80:20

75%

22

Nearly 80% of enterprise devices will be mobile by end of 2011





Over 75% of businesses will allow employee owned devices

75% of organizations supporting employee-owned devices*



It was close to 0% two years ago

*Aberdeen Group

22 OS updates by iOS and Android alone (in last 12 months)

iOS

- 3.2.1
- 3.2.2
- 4
- 4.0.1
- 4.0.2
- 4.1
- 4.2
- 4.2.1
- 4.2.5
- 4.2.6
- 4.2.7
- 4.2.8
- 4.3
- 4.3.1
- 4.3.2
- 4.3.3



Android

- 2.2
- 2.2.2
- 2.3
- 2.3.4
- 3
- 3.01



Diverse enough?

- >80% of devices mobile (outside the LAN) more than on the corporate network
- 75% of businesses have employee owned devices in use
- Mobile OS sprawl

What is MDM?

The basics

- Know what devices you have
- Enforce passwords and encryption
- Wipe lost devices
- Keep devices up-to-date

The advanced course

- Identify and act on risky events
- Deploy enterprise applications
- Track and manage your data

Looks easy, no?

- Inherently, it is easy. Much more so than Windows
- But, companies have trouble getting going
- Why?
 - Deploying infrastructure and solutions
 - Establishing new internal workflows for employee-owned devices
 - Keeping up while keeping costs down
 - Staying in touch with all devices

The Cloud can eliminate these roadblocks

- Inherently, it is easy. Much more so than Windows
- But, companies have trouble getting going
- Why?
 - Deploying infrastructure and solutions
 - Establishing new internal workflows for employee-owned devices
 - Keeping up while keeping costs down
 - Staying in touch with all devices



Speeding up Mobile Device Support

- What's the problem?
 - Deploying infrastructure and solutions takes time
 - Staying in touch with all devices outside the LAN

- Cloud advantage
 - Nothing to build or deploy
 - Complete visibility into all of a users devices (mobile, home, work)

- Benefit
 - Time to value
 - Avoid compliance lapses

Statute	Mean Risk per Lapse*
PCI DSS	\$491,684
HIPAA	\$147,485
GLBA	\$141,434

*Aberdeen Group

Supporting Personal Devices

- What's the problem?
 - Establishing new internal workflows for employee owned devices
 - Device approvals, provisioning, support, etc.

- Cloud advantage
 - Workflows built into SaaS applications
 - Users are very comfortable with online application today

- Benefit
 - Self Service – like online HR or expense applications
 - Eliminate a lot of busy work for IT and Security

Visit m.dm/enroll
to Register your device

Keeping up with Mobile OS changes

- What's the problem?
 - Keeping up while keeping costs down
 - Avoiding committing yourself to a large, growing expense

- Cloud advantage
 - Updates are done by cloud platform
 - Lock in fixed, subscription price

- Benefit
 - Lower costs
 - Less frustrated users / support issues

Save over \$1,000 on every mobile OS update (Could be 50+ in 2012)

Example Cloud-based MDM

"MaaS360 gives us an independent, enterprise-wide view into all of our devices and reduces the effort it takes to manage policies and report on security compliance. It's a very powerful but easy to use platform."

-Associate Director IT



About Customer

- One of the largest Media & Entertainment companies in the world
- Headquartered in New York City
- Achieved ~\$1.2 Billion in revenue with 10,000 employees

Burlingame, CA USA
June 2011

Challenges

- Consumer smart devices were popping up rapidly without the ability to control through email platform.
- Unable to find any solution that would provide capabilities to manage the mixed environment across the enterprise.
- Needed to replace fragmented reporting and provide the CIO with a higher level view.
- Streamline IT operations without having to hire additional staff to address all mobile devices needs.

Solution

- Deployed MaaS360 across 7,000 laptops and desktops (including 3,000 Macs) and 1,000 iOS devices, 100 Android devices and 2,900 BlackBerry devices.
- Leveraged MaaS360 to get a single view into all devices, patch mobile PCs off network, and manage consumer smart devices outside of their BES.
- Plans to use MaaS360 corporate app storefront to manage demo apps across all content publication entities.

Benefits

- Initial rollout of hundreds of devices completed in minutes.
- Greater visibility into all devices via a single console.
- Reduced security risk through discovery of many patch level issues and unauthorized app usage, such as BitTorrent.
- Streamlined the patch process for on and off network mobile devices and other software updates like Adobe.
- Simplified work flow with Auto Quarantine for new smart devices.

Fiberlink Overview

- Founded in 1991
- Enterprise Mobility Management (EMM)
- MaaS360 Platform
- Diverse Customers
- Over 1M Devices

Diverse Range of Customers





Thank you!

Jim Szafranski
SVP, Customer Platform Services
jszafranski@fiberlink.com

Online Community for Mobility maasters.maas360.com

- Forums
- Webinars
- Free Tools

The screenshot shows the MaaStersCenter website interface. At the top, there's a header with the logo and a navigation bar with tabs for 'Featured Post', 'Upcoming Webinar', and 'Tip of the Week'. The main content area features a featured post titled 'Understanding the Role of Exchange ActiveSync in Mobile Device Management' with a sub-headline 'Exchange ActiveSync is great for "push" email synchronization with mobile devices, but it is not a mobile device management platform. Learn why in this white paper.' and a link to 'Get the White Paper'. Below this are two columns of forum highlights. The left column is titled 'Forum Highlights' and lists recent posts like 'iOS 4.3.2 launched today via iTunes, 4.2.7 for Verizon/CDMA iPhone 4' and 'iPad 2 vs. Xoom -- The Enterprise Mobility Battle Is On -- Webinar April 14, 2011'. The right column is titled 'Mobile Device Management' and lists posts like 'iPhone / iPad', 'Android', and 'ActiveSync'. On the right side of the page, there's a 'Join the Conversation' section with buttons for 'iPhone and iPad', 'Android', and 'ActiveSync', and a 'Subscribe Now' button. Below that is a 'Connect' section with social media icons for Facebook, Twitter, LinkedIn, and RSS. At the bottom right, there's a 'Free Webinar' section titled 'Learn How to Map Your Mobility Strategy to Meet New Demands' with a date of 'Thursday, April 26, 2011 2:00 pm LT' and a speaker 'Benjamin Gray from Forrester Research'. There are also 'Suggest a Feature' and 'Featured Webinars' sections at the bottom.